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Best Regards,

/udream-hunter

February 5, 2022

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Seven emotions men need to control

May 2, 2016 | by Woujo | Link | Original Link

TLDR: Act normal around girls and resist your evolutionary impulses to supplicate

Here is a common scenario: You’re at the bar with your best guy friends. Your bros are the coolest guys ever – they are funny, smart, chill, friendly, outgoing, etc.. Then your friends and you start talking to a group of girls, and lo and behold, your friends completely change. They literally become different people! Instead of being their normal, awesome selves your friends start acting weird around the girls. They nervously trip over their words, lose their confidence, act overly friendly, and strangest of all, they literally sound stupider than normal. Weirded out by your friends’ behavior, the girls leave. What the fuck happened?

Your friends’ behavior changed for 2 reasons: 1) our society, by way of the media, schools, our parents, etc…, teaches us that women are weird, delicate creatures that must be supplicated to and worshipped. So men act like pathetic creeps around women they are attracted to. 2) More importantly, when men are around a woman a series of biological reactions (programmed by evolution) take place in their bodies that cause them to act differently, making them horny, supplicating, controlling, and generally weird. These hormonal emotions hijack men’s thoughts, make them stupider, and make them think crazy things like its suddenly ok to buy a complete stranger a drink and tell her she is God’s gift to humanity. These emotions are so strong and common that this type of behavior is now considered “normal” when men interact with women, and men that do not act this way are considered “assholes.”

Men must learn to control these emotions and act normal. Women take longer than men to become emotionally invested in relationships. Women enjoy being supplicated to, but only after they have formed some attraction to the guy. Otherwise, they just think the guy is being weird and creepy. Human beings are grossed out by people with emotions that are different than theirs. That’s why people hate others with different religions, national origins, musical tastes, etc… Because people feel differently from us, we can’t sympathize with them, and we see them as weird, crazy, or (at worst) dangerous. Because women don’t understand men’s emotions, they get a little freaked out and less likely to form an emotional connection.

Without further ado, here are the emotions men need to control:

1) The desire to immediately have sex with as many women as possible: Evolution has wired men to pursue sex with as many women as possible as fast as possible to spread our seed far and wide. Women, on the other hand, actually have to get pregnant, so they are looking for the most high-status male that will be the most stable provider for the baby. In sum, men want sex RIGHT NOW, whereas women want to find a man that is attractive over the long term. Men's strongest desires are much more short-term than women’s. This is why women take longer to become emotionally invested in relationships, and why men have to not look overly interested early on.

The insane desire to have sex immediately makes men do stupid things like text girls pictures of their dick or send OkCupid messages like “Hey let’s fuck.” But even for guys that are too smart for that, men’s sexual desire still causes subtle changes in behavior. Men literally become stupider when they are in the presence of a really hot girl (studies have shown this). You can’t control it – it’s in your biology. Women’s femininity literally enchants men. You have to fight these impulses and act
completely normally - like Kate Upton was a fat, 300 lb man. Stop staring at her like a delicious chicken on a rotisserie and act like she’s just a person standing there. Remember, women don’t have this insane, immediate sexual desire so they are thinking rationally and you just look like a weirdo to them. In fact, you can immediately stand out around a really hot woman but not acting like another drooling idiot.

Here’s the problem: Many guys are TOO AWARE of this problem, and end up overcompensating and never expressing any sexual desire to women at all. Men literally are ashamed of their sexuality or feel like they can’t express it until the very last second. This is what lands men in the friendzone. There is nothing wrong with telling women you are sexually interested in them (even if you just met) – you just have to match her emotions. Instead of looking like a horny animal who will fuck anything right now (which you are), men should act like women – you want to have sex, but only with a stable, high quality individual who has proven themselves. By matching women’s emotions you form an emotional connection with her.

2) The provider instinct: Just as women are wired to look for a stable provider, men are wired to want to provide. This is why men buy women drinks. An extreme manifestation of this desire is when old men buy porn stars stuff over the internet even though they will never meet them, much less bang them. Of course, women want to be provided for, but not until they are attracted to you and their own irrational emotions have kicked in. Until then, you’re just a weird guy buying them stuff. They will happily take the stuff and think you’re a weird idiot.

It’s PUA 101 that you should never buy a woman drinks, but the provider instinct also manifests itself in subtler, more subconscious ways. A lot of guys supplicate in conversations, agreeing with everything the girl says, letting her dictate the flow of the conversation, letting her ramble about stupid or boring shit, or flooding her with excessive compliments. Women hates this because they want to have a normal, rational conversation, not a weird dialogue where you suck her dick. Women know when they’re full of shit, and its really unattractive to agree with nonsense. To a rational person a supplicating provider looks like a desperate, lonely, overly invested, loser. Feminists act like the infamous “nice guys” are manipulative assholes that are trying to trade stupid little favors for sex. But in reality, “nice guys” are just regular dudes that have been tricked by society and their provider instinct into thinking that to “get” the girl they need to do a bunch of shit for her.

The most dangerous thing about the provider instinct is that women are attracted to assertive men that take the lead and control every step of the interaction, and the provider instinct often makes men act the complete opposite.

Like your sex drive, you have to work hard to control this instinct. When a women goes fishing for compliments you have to resist the urge to get on your knees and worship her. You also have to repress your desire to do whatever she wants or go wherever she wants. Basically, you have to act NORMAL around her – if she wants you to do something stupid, annoying or degrading you have to say “no”. You may even have to overcompensate by acting more self-involved, cocky, and “douchey” than you normally are.

3) The protector instinct: Just as women are evolutionarily wired to find a provider, they also want a big, strong, masculine man to protect them and their baby from wild beasts and lower status men who may try to fuck them. But in our society you rarely have to physically defend the girl you are with, but the protector instinct still exists, manifesting itself as the man treating the woman like she is weak or delicate or needs to be protected from difficult situations or arguments. The clearest example
of this are “white knights”: men who feel the need to defend women in arguments because the women are too weak/stupid to do so. Women are physically weaker than men, but they aren’t mentally weaker, so the protector instinct comes off as condescending, demeaning and supplicating.

4) Rejection/social anxiety: Human beings are wired to see their communities as hierarchical. We all have a place in that hierarchy and we feel social anxiety around people that we perceive to be “above us” in the hierarchy. Social anxiety is designed to make us not to do anything disrespectful that might “challenge” their position. We are afraid that if we act overly confident/cocky they will reject us and leave us in the jungle alone with no food. Social anxiety has been shown to cause people to literally act “low-status”: bad posture, submissive, quiet, low energy, etc… Interestingly, when masculine men get around men that are much more high-status than them, they literally start acting “feminine” and submissive to not make the “master” angry. Rejection and social anxiety are very unattractive to women: they want men higher than them in the social hierarchy, not lower.

Rejection anxiety commonly manifests itself as approach anxiety, i.e., when a man won’t approach a woman in a bar because he is afraid she will reject him. But it can manifest itself in other ways. The man may be nervous, overly supplicating when he speaks to the woman, or just generally not “himself.” My friends, the most awesome guys ever, threw away all their funniness/personality/charm because they were afraid they would “offend” the girls. Men suffering from rejection/social anxiety may be afraid to challenge a woman’s opinions, say something controversial or even walk away when she does something disrespectful. You have to conquer this emotion because women want a high status male who is confident, sure of himself, will take the lead, and doesn’t give a fuck what anybody thinks. And you always need to be able to walk away if she acting badly.

Women like being challenged and, as we know, women “shit test” guys to see if they really are high-status. I live in the south and sometimes a woman will casually say something blatantly racist about black people (I’m Middle Eastern). At first, I didn’t say anything because of rejection anxiety: I didn’t want to make her mad and end the date. But I realized that saying racist things was a mild shit test, so I started speaking up: I would say “I don’t judge people on their skin color, and I don’t think you should either.” It was awkward, it broke the mood, and it was a little rude. But I knew I was “right” and girls came to respect me for that. Standing up against racism made me look confident, sure of myself, and ultimately more moral (racists know they’re being assholes). Men rarely challenge hot girl’s opinions so hot girls are attracted to that.

5) The feminine instinct: I can’t really explain why, but I’ve noticed men act more feminine when around women. It might have to do with social anxiety or the provider instinct. Maybe men are wired to be more caring and nurturing when they are around their baby. Maybe the man feels a “connection” with the woman and starts to act like her. Doesn't matter why: women don’t like it: women are attracted to masculinity – that’s why they want a MAN! As Katt Williams says, “if the woman wanted a bitch nigga she would just get herself a bitch, nigga.” Don’t compromise your masculinity around women.

6) The desire to control her: – Men provide for women, but also want to control her so she won't carry the food and baby away. To women, this is the creepiest desire. It has become completely unacceptable in our society for men to try to control a woman in any way, even when married. But this desire still comes out in subtle, creepy ways. You ask a girl to come somewhere and when she says “no” you automatically ask her again, almost in a begging tone. This is your desire to control her. It’s creepy and pathetic. Stop it. If a woman says “no” to you for any reason you immediately
change the subject like it didn’t even happen. An insane example of this emotion is when a man yells “what a bitch!” after a woman rejects him, as if she had some obligation to talk to him.

When you talk to girls make her think that you would be fine if she walked away. (you still need to look interested though – it’s a balancing act). But if you’re in a committed relationship with a woman and she inappropriately interacts with other guys you have a right to make her stop and dump her if she doesn’t.

7) Love: – Ahhh, love. The most abused, misunderstood, and evil concept in our modern society. Honestly, I don’t know if “love” if its own emotion or a weird conglomeration of all the other emotions I’ve written about, but we all have had that strange feeling that we are inextricably “connected” to another person in some magical way. No matter how deep or powerful love feels, you have to realize that the woman may not feel the same way. And like I’ve noted, it takes women longer than men to fall in “love.” Love causes all kinds of weird behaviors, which I’m not going to even try to list.

Scientists have shown that human beings have an inborn sense of “fairness” where they assume that everything happens for a reason and if they do something nice for somebody it will be reciprocated. I think perhaps the feeling of “love” comes from the idea that if a man does something for a woman (or feels something for a woman) he expects her to reciprocate. So even though she has done nothing to indicate interest, in his head she is in love with him. That’s a theory.

Whew! That was a lot. How can a man control ALL OF THOSE emotions?? Well, it takes practice. But once you get good you become a God among men. You become much more attractive to women because you are literally the only guy acting normal. Very few men even know they have these irrational impulses. Remember, women, even super hot ones, are around normal men 90% of the time. The guy at the bank that controls her mortgage isn’t playing the provider or supplicating to her – he’s trying to get his fucking money. So women know what normal men are like. So they can tell when you’re being weird.

One last thing: please don’t take this article as indicating that you shouldn’t show interest when speaking to a girl. You totally should. In fact, you should immediately let a girl know that you are interested in dating her. You should also let her know you want to fuck her as soon as you can. But you need to do it in a rational way that she understands, rather than letting your insane emotions guide your actions.
How to get over a break up
May 3, 2016 | by Woujo | Link | Original Link

Getting dumped is one of the most devastating things that can happen to a person. Sometimes people never recover and their life is ruined. Other times, they spiral into a pit of depression, making bad choices and oftentimes ending up with somebody they don’t even like just to fill that hole. I have created this guide to help you navigate any break up. I divide this guide into parts: your mental attitudes towards relationships and the actual actions you need to take to get over a break-up.

Mental Shit
The goal of the “mental shit” is to mentally convince yourself its over. The worst part of the break ups isn’t really the sadness of losing somebody, but the constantly unfulfilled hope of getting them back. You need to convince yourself that it is over – once you do that, getting your ex gets a lot easier. Sometimes it will be hard because the other person will want you around as a “plaything” to boost their self-esteem but will continue to treat you like shit. Fuck that. If you still have feelings for somebody, and they won’t commit to you or treat you like shit, you need to stay away from them because it will only make you more miserable. Here are some tips:

Read Fuck Yes or No First of all, read Mark Manson’s blog post “Fuck Yes or No,” found here: http://markmanson.net/fuck-yes. I am not going to repeat the entire post, but it basically says that you should not waste your time with somebody unless you are “fuck yes” about them, and more importantly, they are “fuck yes” about you. The fact is, a lot of people will “kind of” like you, but it’s not worth your time and your emotions to invest in somebody who won’t give you 100% of them. It doesn’t matter how you feel about somebody, if they are not “fuck yes” about you, move on. If you feel like they are playing games, move on. If they do something disrespectful or that shows they don’t really care about you, move on.

Realize that the terrible feeling you get after being dumped is depression Human beings are tribal animals that evolved to avoid rejection. When you get rejected, your body reacts as if the tribe rejected you and you are now in the woods alone. That is why you lose your appetite and desire to sleep, and also why you think you will be alone forever. So just know that those “feelings” you have are biological tricks that do not necessarily match reality. You may feel like you “need” the person but that is really just depression

Realize that your desire to have them ‘back’ comes from your ego Your ego is the strongest emotion you have and it absolutely cannot take no for an answer. As I said earlier, humans are tribal animals and our biggest fear is getting kicked out of the tribe. For that reason, our ego is constantly striving to gain a higher position of esteem in the tribe so that it does not get rejected. And nothing shatters the ego that getting rejected from somebody we are intimately and romantically involved with.

To fix both your depression and the problem with your ego, you must realize that your value as a human being has nothing to do with whether a girl or boy likes you. You can date the most awesome person in the world, and then get dumped by that person, but who “you” are will remain the same the whole time. You don’t become better by dating somebody out of your league and you definitely don’t become worse by getting dumped. Our society teaches us that relationships are the most important thing in our lives and our happiness and identities depend on them. That’s wrong. A relationship is a
fun thing to add to an already awesome life, but if you base your entire happiness and identity on another person, you’re deluding yourself AND the other person. If you’re feeling really terrible about a break up, it’s probably because you never developed your own identity.

Contrary to your ape-emotions, you are not going to get kicked out of the tribe or be alone forever if you get dumped. You don’t “need” any particular person to live a happy life. Think about yourself when you came out of your mom’s vagina. Did you “need” the person you are pining over then? Then why do you need them now? You aren’t “designed” to need any particular person and the idea of soulmates is bullshit. You just got addicted to them like they were a drug. So now you need to just kick that habit.

**Actions**

Here are some actions that you can take to get over break-ups:

**Mourn for like a week** Give yourself a week to feel sad. Think about it all you want, let yourself be depressed, etc... Get it all out because its never a good idea to hold in grief. But after a week, you have to start taking affirmative steps to get over your ex. You can’t mourn forever.

**Make a list of the shitty things they did to you** Human beings have a weird quirk where they tend to forget the bad stuff that happens in the past but remember the good stuff. That’s why people are always talking about how everything was better “back when.” You need to write down the shitty things they did to you so that you can constantly remind yourself why you are not with them anymore.

**Purify yourself in the waters of Lake Minnetonka** I’m kind of joking about this, but some type of “moving on” ceremony will definitely help. David Brooks wrote an interesting article in the New York Times about how people who saw their lives as “chapters” were happier than people who saw their lives as one long, continuous thing. For that reason, you should start a new chapter in your life by picking a time as your “move on” point and maybe even undergoing some type of ceremony from which point your life will be different. Clean your house, get rid of all reminders of your ex, buy some new clothes, and maybe go to the park and feed some ducks or something. Just don’t turn back.

**Go no-contact for 60 days** By “no contact” I mean absolutely no contact whatsoever. No calls, no texting, no social media, NOTHING. In fact, delete and block them from all of your social media and stop going to places they go. If you can’t avoid going where they go (for example, you have a class with them), ignore them. This is absolutely imperative. You will not be able to get over a break up if you keep talking to them.

**Get a break-up buddy** Find a friend, preferably somebody that you trust and isn’t going to try to have sex with you, that you can talk to about your feelings and emotions. A good friend will have a rational, objective view about the situation and won’t be in the grips of those biological death-emotions that you yourself are in. Whenever you are feeling sad or like you want to call your ex, call your break-up buddy and let them know how you feel. Ask for their advice and take it seriously. If you think your friend is “wrong” get a second opinion, but realize that your friends are going to have a more objective view than you.

**Do anti-depression things** Exercise. Get out of the house. Meditate. Eat better. See a therapist if you can afford it. Go outside into the sun. Clean your house (there is a strong correlation between a dirty house and depression). Be around happy, positive people. Keep up with your personal hygiene. Basically you need to realize that you’re in the grips of depression and you need to fight it like you’re
fighting depression.

**Become a different person** Like I said earlier, nothing hurts a human being like a blow to your ego. The best way to get over somebody is to become a different person. Pick up a new good habit. Start a new hobby. Redecorate or at least reorganize your apartment. Buy some new clothes. I would prefer that you do all of these things, but any one of these would help. Once you change yourself enough, your ego can’t be sad about getting dumped anymore because you are no longer that person.

**Don’t** Do not do the following things: stalk them on social media (you should have gone no contact). Don’t try to make yourself feel better with drugs and alcohol. Don’t engage in self-destructive behaviors. Don’t jump into another relationship just to “fill that hole.” Don’t let people take advantage of you and your sadness.

And most importantly, DON’T GO BACK TO THEM. Usually if somebody dumps you, that’s because they are not “fuck yes” about you. Go find somebody who is.
In this post I try to solve the conundrum that a lot of guys face: why does it look like girls like guys that don't give a shit about them? The usual answers are simplistic: girls want what they can’t have; aloof guys look like they have higher value; aloof guys seem more interesting or mysterious, etc… All of these answers are right to a degree, but they don’t tell the whole story. So I came up with my own explanation:

**Needy love:** Our society exalts love as the greatest good, the pinnacle of human life, etc… But the problem is that our society sees “love” as purely an emotion. What our society calls love I call needy love, defined as a set of ultimately selfish emotions including the desire to have sex, the desire for physical affection, the desire for an ego boost, the desire for validation, etc… This is not a complete list, but the specific emotions are not important – the point is that these emotions are selfish in that they consist of YOU wanting something from the other person without regard for what they want. There are, of course, other conceptions of love: the Bible (and many other traditional societies) saw love as a contract between two parties that has little to do with emotion. But our society sees love as purely emotion without the accompanying obligation – when your “emotions” run out, you’ve “fallen out of love” and you can go find somebody else with no consequences.

The emotions that make up “needy love” are our strongest emotions, so needy love hijacks our thoughts and convinces us we have a deep connection with the other person. People don’t think “Wow I am under the influence of a bunch of extremely strong chemicals in my brain” but instead think “this is my soulmate.” That is why “love” is the subject of countless poems, movies, love songs, etc… and an object of worship in our society.

Needy love emotions are different for men and women. Women, for example, feel a strong attraction to “confident” men, whereas men, although they like confident women, don’t have the same emotional reaction to confidence. Men, on the other hand, place more weight on physical appearance than women do. Overall, the checklist that has to be satisfied for women to fall into needy love is much longer than men’s, which is part of the reason women take longer to fall in love and are more “flaky.” The reason relationships are so hard is that just because you feel needy love towards a woman doesn’t mean she feels the same needy love back – they have a different process going on in their brain.

One of men’s strongest needy love emotions is their overwhelming desire for sex right away, so men “fall in love” and emotionally over-invest in a relationship much quicker than women. That’s why men are a lot more likely to be “creepy” than women –their “needy love” emotions activate much quicker. However, the needy love emotions are much stronger in women and once a woman “falls in love” she is much more likely to become clingy and needy.

**Negative needy love:** Here is the dark side of needy love: while the needy love emotions make you feel good for a while, they have an incredibly destructive negative component. Feelings of attachment, sexual desire, acceptance, etc…, can quickly change to neediness, depression, desperation, loneliness, anger, resentment, etc… if the person rejects you. Needy love is like crack – the highs are amazing, but the lows are terrible. The Greek philosopher Plato wrote that “erotic” love is ultimately dangerous because it makes you irrationally value a person when they like you, and then irrationally hate them when they don’t. As we all know, love can literally drive a person crazy and
cause one to become violent, stalk somebody, fall into deep depression, etc… “Love” has ruined countless people’s lives. On a subconscious level everybody knows that a person in the grip of needy love is basically insane.

**Vicarious emotions** Human beings have a weird ability to feel emotions vicariously through other people. For example, if you see a guy get hit by a car, you feel “bad” for him because you FEEL as if you yourself got hit by a car,. You don’t logically think to yourself “oh that must suck to get hit by a car.”. The Scottish philosopher Adam Smith said the basis for human sympathy is the fact that we feel through the eyes of the others. That’s why you oftentimes don’t have sympathy for people experiencing problems you haven’t experienced.

One reason needy love so intense is that you feel the other persons emotions vicariously: not only do you feel your own emotions towards them, but you also literally enter their mind and feel their emotions towards you, so being in love is like an infinite loop of emotions. You love them, you feel them loving you, you then feel them feeling you loving them, etc… It’s insane and part of the reason why “love” is such a complicated mindfuck. But beware: YOU CANNOT ACTUALLY READ THEIR MIND SO YOU PROJECT EMOTIONS ONTO THEIR BRAIN THAT THEY MAY NOT HAVE. Oftentimes when guys get “oneitis” it is not only because they desire the other person, but because they’ve tricked their minds into thinking the other person desires them when they don’t.

**Women (and men) are disgusted by needy love** The main point of this article and the reason why women like men who don’t give a shit about them is this: women are disgusted by needy love. If a woman sees a guy displaying the needy love emotions, she immediately become turned off because she vicariously feels that he is becoming crazy. She knows that the man WANTS something (not just something, A LOT) from her. This puts pressure on her because now somebody’s happiness is dependent on her. She knows that he is constantly thinking about her and if she fucks up even a little (i.e., forgets to call him back, says something weird, etc…) he will become angry and disappointed. The guy goes from a regular, nice, attractive dude to an irrational robot that wants and needs something from her. Worse yet, the woman knows that if the guy doesn’t get what he wants, he will become depressed/rejected/angry. Because women don’t want to “hurt” the other person, they just disappear – they literally reject you because they don’t want to reject you. The fucked up thing is that women feel all this subconsciously, so they don’t really know why they are getting turned off: they just know that the guy is doing something that is repelling them.

All women have felt needy love before so when they sense it in somebody else they know exactly what is going on. However, women feel needy love on a much stronger level than men so when a man displays a tiny bit of neediness, the woman interprets that as more than it really is because women don’t understand how men’s emotions work. One thing I have noticed is that the clingiest/neediest women oftentimes give out the harshest rejections – it makes sense: these women reject guys the hardest because they themselves know full well know what its like to be needy and they know its terrifying.

Also, because the needy love emotions are at the forefront of women’s minds, a woman can sense needy love in a guy when he himself doesn’t even see it. Worse yet: super attractive women have so many men fall in love with them that they may assume a man is displaying needy love to them even if he isn’t. Some women (especially women that get hit on a lot) interpret simple, everyday actions by the guy (having polite conversation, buying them a drink) as insane needy love – remember we said that vicariously feeling emotions doesn’t mean that you will actually know what they are feeling. If you’re a super hot girl in America in 2014, you have tons and tons of people displaying needy love
towards you: the cashier at the grocery store, your 15 ex-boyfriends who can’t get over you, other girls who are jealous of you/want to be you, etc… A person who is genuinely emotionless towards you is a breath of fresh air.

Finally, beyond the subconscious level, women are turned off by needy love because needy people are just not fun to be around. They agree with everything you say, don’t say anything interesting/provocative, laugh at all your jokes, and don’t challenge you/call you out on your bullshit. Basically you are useless. Furthermore, people under the influence of needy love act irrationally, talk stupid, act creepy, and display more negative emotions (jealousy, disappointment) than positive ones.

Please keep in mind that our brains can subconsciously pick up a person acting out of needy love, and the signs are often very subtle. Imagine a person saying “hey how are you”? A person can say those same words as a merely nice guy, but another person acting out of needy love will betray their neediness in their body language, tone of voice, eye contact, etc… On a logical level there is no difference, but your subconscious emotions will be able to pick up that the person is displaying needy love. That’s why a lot of guys fail when they pretend to not give a shit – they have to actually not give a shit. It is a very delicate dance to not display needy love – you need to carefully choose your words, and you need to monitor your subject closely to see if you are freaking her out. I’ve noticed that really emotional, shitty girls are even more prone to freaking out when guys act needy. You can be having an amazing time all night but then the slightest nudge of needy love freaks them out and sends them running. You should stay away from girls like this in the first place, but the point remains: sometimes even a subtle, slight bit of neediness puts the subject on the defensive.

Remember, freaking out over needy love is a subconscious process so they may THINK they like you but they will feel a revulsion if you are being needy.

**Don’t girls want to be loved?** Well… not exactly. I mean, of course on a logical level they think they want to be loved, but nobody really wants to be the object of somebody’s needy love. What women really want is a guy THEY CAN LOVE. As a guy, you need to just get out of the way and let her love you and not say or do anything to fuck it up. Remember, needy love emotions are selfish, so a girl will send needy love to you all day but then freak out when you send that same needy love back. Of course, girls want certain things from guys, like attention, somebody who will listen to them, sex, etc… It’s ok to give those things in the right times and right amounts. But the full panoply of needy love emotions often freaks them out, especially if the guy’s needy love is stronger than theirs. Another way to put it is this: women want to be loved on a logical level: they want a guy who is attentive, cares about them, isn’t needy, isn’t selfish, and isn’t an asshole.

Girls aren’t impressed with needy love. A lot of girls have had shitty ex-boyfriends who were full of needy love but still treated her like shit (in fact, being fully of needy love makes you more likely to treat a girl badly because you are more likely to be angry and emotional). The creep at the bar that talked to her for 5 minutes will start displaying needy love. So a girl will not say “oh this guy isn’t expressing needy love towards me, he doesn’t like me.” Also, girls know that the needy love emotions are temporary and wildly fluctuate, so a guy who is under the spell of needy love could easily fall in “love” with another girl tomorrow and leave alone. One thing I’ve noticed is that the most “slutty” girls post the most quotes about “love” on their Facebook and stuff. Why is this? They can’t control their emotions and live in a world of needy love, and needy love doesn’t actually care about the actual person you love. When somebody else tickles your emotions you move onto them and forget the first person you were needy loving. If you love a girl “logically” you are actually doing her more of a service than if you love her with needy love. Logical love is more solid and pure than
needy love.

**So what should a man do?** If you want to get a girl to like you, talk to her, be nice to her, joke with her, etc… But just don’t display the needy love emotions. Treat the girl like any other dude you know. Don’t say anything that implies that you “need” anything from her, don’t stare at her too long, don’t follow her around, don’t demand her attention, don’t do things for her, etc… If you’re out with her, don’t make her feel “responsible” for you – make her feel like you could totally walk away and do your own thing and it wouldn’t bother you. In fact, you should err on the side of slightly being a “dick” because a lot of really hot girls will interpret normal behavior as needy love. It will be hard, because you’ve been taught by society (i.e., romantic comedies and Disney movies) that the way to court girls is to kiss their ass and tell them all about your deep and passionate needy love. And of course your emotions are going to want to make you act needy. Control your emotions! Another danger is that the girl will start showing interest so you will think “it’s ok for me to start showing needy love now.” No!! Needy love is always bad, and just because you’ve been making out and staring into each other’s eyes doesn’t mean its ok to bring out your needy love.

After some practice (and abundance mentality) you will be able to snap out of it. It’s hard to act emotionless so you will fuck up. Some guys slip back into needy mode after the girl shows some interest, or they will “ignore” the girl, causing her to think you are uninterested or an asshole or playing games. But its like weightlifting – once you get to a certain point you will be unstoppable.

**But won’t I friendzone myself?** Good question. Yes, if you completely act emotionless around a girl, she may think you are uninterested. So you need to do 2 things: 1) tell her you are interested. Ask her on a date. A lot of guys are afraid of asking girls on dates because they don’t want to look needy, but if you can ask a girl on a date without displaying needy love you will intrigue and excite her. It’s a great deal for her! She can get all the fun and excitement of a date without the burden of dealing with a guy that wants a bunch of shit from her, and 2) do all the things you’ve learned in seduction: eye contact, deep, intelligent conversations, kino, escalate, etc… It is possible to do all these things without showing needy love. You may ask: how can one escalate with a girl sexually without making it look like you want to fuck her … well, it’s an art (see the push pull method).
Please note that this guide is my personal opinion. I did not want to create a guide for all men (that would be way too much work). I just wrote what I like to do and what I think is cool. If you disagree, don’t do it. And don’t get mad.

That said, I am interested in hearing feedback.

**General Principles**

Keep an open mind The number one thing that holds back men from dressing better is that they have created an “identity” for themselves that prevents them from dressing better. For example, for a long time I thought that guys who wore gel in their hair and leather jackets are douchebags. I still do. But now I realize that those things look good. You have to keep an open mind if you want to dress well. You need to realize that the shit that was appropriate to wear when you were 15 is different than when you’re 20, which is different from when you’re 25, etc... You also need to realize that women and other people oftentimes have a radically different opinion of how you dress.

Keep a couple girlfriends around to tell how to dress Women love dressing up guys so ask your girlfriends to go out shopping with you. You may disagree with their recommendations, but unless they want you to wear something fucking ridiculous, they are probably right. Remember, you don’t have a pussy so you don’t know what makes it wet, so your opinion of what looks like good on a guy is probably not worth much.

You need to look clean and well put-together This is by far the most important thing. It doesn’t really matter what style you dress, as long as everything is clean, organized, and looks like you meant to look that way. Every hair on your head should know its place and look like you thought about it. Make sure your body hair is evenly trimmed and taken care of and there are no weird splotches of hair anywhere, like your neck. Even if you dress grungy or goth, you should look like a fashion designer planned you to look that way. If you give your hair the “messy” look, it should be a planned messy look. Women spend a ton of time on their appearance, and they are impressed when a man does the same.

You should feel good How you feel about what you’re wearing is more important than what people see. Your clothes need to make you feel more confident, not less. If you feel silly or uncomfortable wearing something, don’t.

Your clothes should fit It’s amazing how many guys wear clothes that don’t fit. You need to realize that women have weird bodies with weird curves so its hard to fit clothes that “fit” them, so they definitely notice when a guy doesn’t wear clothes that fit. Your clothes should look like they were designed for your body. They don’t have to be custom designed, but they can’t look like you got them at a homeless shelter and just needed to put something on your body.

You should stand out It’s amazing how many guys dress to look like every single other guy in the club. You may have heard of “peacocking,” where a guy wears a ridiculous outfit to stand out. This was made famous by Mystery. I personally don’t like peacocking because I don’t want to feel ridiculous, but I do think that you should try to stand out. How? Bright colors, interesting patterns, weird combinations, etc...

Classy, but hip Dressing well involves a tension between being classy and being hip. If you focus too
much on being classy and not enough on being hip you will just look like a boring businessman or office manager. If you focus too much on being hip and ignore being classy you may end up looking trashy or tacky. If you want to know what hip without classy looks like, look up most rappers nowadays (i.e., Future or Migos). Ideally, when you show up to a party you will look “nicer” than everybody else in the sense of formality, but you will also look interesting and unique. If given the choice, however, you should lean towards classy.

Create your own look The best dressed men have their own unique style. Your style should be an expression of what you like and who you are. For example, I would describe my own style as a mixture of hip hop and surf culture, but fancied up so I still look good in a preppy setting. If that sounds weird, that’s the point. A guy with a unique style will stand out.

Have a style role model Most guys don’t know the first thing about fashion or where to start, so I would suggest that you get a style role model, which is basically a guy that dresses well that you wouldn’t mind looking like. My style role model is a guy named Rameet Chawla, who is the CEO of Fueled. You can search him on Google images to see what he looks like. I basically just copy a lot of his looks and buy a lot of the stuff he wears. If you want something a little more “street” look up Pharrell Williams.

Be aware of the stereotype you are emitting Like I’ve said in other articles, people think in stereotypes, and will judge you as such. If you dress “hip hop” you need to realize that a lot of women will immediately associate with you the hip hop world, and assume you’re into drugs, violence, thuggery, etc... On the other hand, some girls are into that. But just be aware of the stereotype you emit. If you don’t believe people think in terms of stereotypes, read this article about Jezebel thinks that America’s Olympic uniforms are “WASPy bullshit.”

http://themuse.jezebel.com/usas-olympic-uniforms-are-waspy-bullshit-1773596823. Whether or not you agree with Jezebel, you have to admit that when you see those outfits you immediately think “WASPY.”

Specifics

Go to the gym How many times do you have to fucking read this before you realize that YOU HAVE TO DO THIS! Just do it asshole!!

Pants To be safe, go with black or blue dress pants or some slim fit jeans. The “baggy” look doesn’t look good, nor do you want to wear skinny jeans so tight it looks like you are constricting your nuts. Khakis and corduruy are fine, but lean a little to the basic side. You don’t want to look like a basic bitch. Leather pants, camo, and any weird bright colors (like red or white) are making a strong statement, so be careful. Pants should generally come to your ankles, maybe a tiny bit lower, but not much lower.

Jackets A good jacket makes all the difference in the world. I think every guy needs an actual jacket that keeps him warm, and a cool looking peacoat. Here is a good looking regular coat: http://amzn.to/1WLet0p. Here is a fancy peacoat: http://amzn.to/26XbPth. Leather jackets work too if you want be a little more daring and stuff.

Shorts Shorts generally look childish or too casual, but if you want to wear them make sure they look good and the rest of your outfit is on point. You can pull shorts off, but you have to be a BO$$.

Blazer A nice blazer is a must. I recommend a blue or white or something with a nice pattern. You can wear the blazer with a cool t-shirt or a nice collared shirt. Here is a cheap 20 dollar blazer from
Sweaters

A good sweater separates the men from the boys. I don't need to tell you how to do this.

Collared shirts

I generally like long-sleeve collared shirts with an interesting pattern, but not trashy or hip hop looking. Bright colors, especially red and purple, are usually awesome. To get a conservative dress shirt, go to Brooks brothers: http://www.brooksbrothers.com/mens/dress-shirts/0203,default,sc.html?lid=topnav-menu. To get a little crazier, go to Express: https://www.express.com/. For anything crazier than that, your on your own. I kind of like Lord Willy’s in New York, but it’s expensive: http://lordwillys.myshopify.com/collections/shirts?page=2. For something inexpensive, try Paul Jones casual shirts: http://amzn.to/1YaTkeZ.

Polo shirts

I generally don’t wear them but I don’t have a problem with them. Just make sure they look good and stuff.

T-shirts

I’m all about a nice t-shirt. I like to wear them with a blazer to class it up. Depending on the context, a t-shirt with a crazy pattern will really stand out. Because I’m into surf culture, I like to wear surf shirts, like this one from Volcom: http://amzn.to/1WLaSzA. But of course, you should buy whatever t-shirt you are into. When wearing t-shirts, remember that people think in stereotypes so you don’t want to give off a weird stereotype. If you wear a Dungeons & Dragons t-shirt, girls will probably think of you as the weird kid in their high school, not the football player they sucked off in the locker room.

Shoes

The most important thing about shoes is to make sure they are clean and they look new. Women obsess over shoes and they will notice yours. Every man should have some shoes that look like this: http://amzn.to/1YaQ2Zl. John Varvatos is an expensive brand, if you want to go a bit cheaper, go for Steve Madden: http://amzn.to/1T3vR1a. If you’re going to wear sneakers, make sure they are either high-end, really cool looking sneakers, http://amzn.to/1T3t1Jz. Or they look high-end (I like the Puma black on black): http://amzn.to/1TuKa9k.

Flip flops

I generally advise that you only wear flippies if you are going to an event wear its weird to NOT wear them, like a boat party or the beach. Women generally aren’t impressed by flip flops.

Socks

Socks don’t really matter, but I like wearing crazy socks because it feels like I have a secret weapon that nobody knows about. It’s like a hidden confidence boost. You can find some awesome socks at http://www.happysocks.com. And of course, wear clean socks – nothing feels worse than taking your shoes off at somebody’s house knowing that your socks look like shit.

Underwear

Same with socks.

Hats

Don’t ever wear a fedora. Ever. Ever. I think fedoras are actually kind of cool, but they have been tainted with loserness and never-get-laidness. Trucker hats and stuff are fine, depending on your audience, but just follow the above rules: make sure that it looks good and clean. Once again, I’m into surf culture, so I look surf-y hats like this one: http://amzn.to/1NZJHPT. Cowboy hats and shit are cool, I guess, but realize that you’re making a statement and you’re going to be pigeonholed into a certain stereotype.

Facial hair

Nothing wrong with facial hair, just make sure it looks clean and taken care of. Make sure you get rid of ear and nose hair. Buy one of these if you have to: http://amzn.to/26X8CK8.

Hair

Whatever you do, make sure it looks clean and on purpose. If you have long hair brush it or put it in a ponytail or man-bun or something. You want to look like Fabio, not like a homeless guy that
can’t afford a haircut. If you have short hair, I advise you put gel in it. I used to hate gel and thought guys who wore gel were douchebags (I still do), but I realize that you will look a lot better with it. I recommend Lay-rite: [http://amzn.to/1TuIigJ](http://amzn.to/1TuIigJ).

Hygiene Brush your teeth and rinse your mouth out with mouthwash every time you leave the house. Keep 2 or 3 mints on you in case you need to freshen your breath. Trim your pubes to a reasonable length and keep your dickshaft free from all hair. Make sure your balls are as smooth as eggs (I’m kidding about this one). Wear a unique smelling cologne but don’t over do it. Remember: spray into the air and walk into it; don’t spray it on yourself.

Accessories Women notice accessories A LOT, so focus on them. Get a cool looking IPhone case. Get a nice watch. Etc... I don’t wear jewelry, but I’m sure you can pull it off as long as it looks clean and organized.
**Make clear it’s a date** It’s 2016 and you’re a fucking adult. You should never be hanging out with a girl without making clear what the context of the hangout is. Don’t let girls put you in a weird grey zone where you might be a friend or might be a lover. “Hey you wanna go on a date?” That’s how you should ask. If she says no, well guess what, she probably wasn’t going to fuck you anyway and even if she would it would have been too much work. If you’re on a date and she asks “are we on a date” you should say “if you’re lucky.”

**Plan every step of the whole fucking date** As the man, it is your responsibility to plan every step. It seems counterintuitive, it may feel weird, and it makes so sense to the male mind, but if you do not take the lead the woman will not be attracted to you. No exceptions. I don’t care if you just moved to town and she has been living there her whole life – you need to find out what bars/restaurants/etc... are good in that town and decide where to go. Make sure you have three or four spots on your plan and make sure you have back-up plans in case someplace is closed or something.

**Control every step of the date** Again, you should choose the places you go, control the flow of the conversation, everything. You should even be ready to order for the woman. Of course, take her desires into account. For example, I might say to a woman “hey I’m gonna get something to drink. This place has an excellent margarita. Do you want me to get you one?” That way, you are taking charge but also giving her an “out” if she doesn’t want a margarita. But beware: sometimes when the girl resists your plan and tries to take control of the date too much, that is a sign that she is not attracted to you and she is using you for attention or even food (that is very common in the dating world). If she says “let’s go hang out with my other friends” that usually a bad sign. I may still go, but I will be ready to bail.

And most importantly, never, ever, ever, ever let anybody take control of your date. I don’t care if you guys run into Jay-Z and he invites you to his party at a Miami mansion, you still shouldn’t go. You should say “we’ll think about it” and then later on in the date you suggest to the girl that you guys can go to his mansion. And if your girl just leaves with Jay-Z, well guess what, she wanted to fuck Jay-Z rather than you. It’s a common emotion.

**Don’t buy her expensive things** Feminism aside, it’s still the norm for guys to pay on the first date, especially if the guy asked the girl out. But don’t buy her expensive shit. I can’t really explain this one, but I’ve just noticed that I do less well with girls I spend lots of money on. I think its because when they notice that you’re dropping big bucks they may 1) think you’re a dumb sucker, 2) see you more as a provider or sugar daddy than somebody they connect with or 3) feel like you’re trying to “buy” them, which is creepy and uncomfortable. It may feel weird, but stick to cheap, unless its alcohol. I once knew a guy who would take girls on “change dates,” where he would basically tell the girl that they could only places he could afford with his change jar. According to him it worked. Men are evolutionary wired to be “providers,” but rich guys who try to get girls by impressing them with money are a dime a dozen, so you won’t stand out by taking a girl to an expensive restaurant.

**Try to plan the date so that you end up going places where you know people and/or look important** This is called social proof. I always try to plan dates at places I frequent so I will know people. It makes me look important and cool when people (like, for example, the bartender) say hi to me. The one caveat here is don’t let other girls butt into your date. A lot of shitty girls will try to
makes themselves the star of your date and ruin it, even if they never liked you and/or friendzoned you. If you talk to another girl long enough on a date your date will think you’ve lost interest in her and as a result will lose interest in you. I have had my dates ruined by 3rd party girls several times – I am now more careful when I run into girls I know.

**Always have an escape plan** You should always be ready to bail on a date at the drop of a dime. It’s a sad fact that in 2016 a lot of girls are massive shitheads and may do something absolutely inappropriate and boundary crossing and you may need to leave. I have even had girls show up to dates with other guys. You should never be in a position where you are stuck somewhere and you can’t leave. With Uber that shouldn’t be a problem but normally I won’t let a girl drive me somewhere where I won’t have a car.

And also, feel free to bail if she does something inappropriate or otherwise disqualifying. Here is when I would leave: she is ignoring me for other people (especially guys), she is being disrespectful or mean to me, she is trying to hijack the date and go places I don’t want to go, she is clearly not interested in me, she is in a shitty mood and the vibe is weird and negative. As a matter of politeness I don’t leave if I’m just not having fun. I have heard of guys saying to girls “this isn’t working” and just leave. I think that’s douchey. If they took a chunk of time out of their day to hang out with you, you should respect that and give them the time.

**Create a false time constraint** This one may seem counterintuitive, but it’s worked for me. At the beginning of the date, I may say something like “I should go home by a decent time tonight, because I have some stuff I have to do tomorrow.” This is a false time constraint, which makes you look like you have a busy interesting life without her and will also make the girl feel like she has an “out” in case the date sucks. Most girls’ worst nightmare (and mine too) is a date that never ends with someone who is way too into you. Of course, if the date goes well she will usually forget about the stuff you supposedly had to do. And if she asks about it you can say “the stuff isn’t that important, and I’m having too much fun with you.”

**Adopt relaxed, laid-back, nonchalant body language and tone of voice** Act like you’ve been here before and its not a big deal for you to be on a date with a hot girl. Next time you go to a restaurant or bar, look at the couples. In every couple there will be one person who is more into the other person than they are into them. You can usually tell who that person is by their body language: they are more uptight, they look less comfortable and relaxed, they are in a position of weakness (for example, they may be leaning in while the other person is leaning back). Don’t be that person. I will usually relax in my chair, get comfortable, make sure there is space around me, and lean back a little bit to make her come to me. These are all very subtle body language things but they establish a correct power dynamic.

**Don’t get more drunk than her** Remember, you need to be in control of the date and you can’t be in control if you are more drunk than her. I don’t care how well you think it’s going and how much fun you’re having or how well you think you can handle your alcohol, watch you’re fucking drinking. I have had way too many dates ruined because I got too wasted. Even if you are slightly more drunk than her, she will be able to tell and she will think it is unattractive. This advice goes for other drugs as well.

**Make sure she doesn’t drink too much (or do too many drugs)** Sometimes when you are awesome at drinking, you may forget that other people aren’t as good and may be downright amateurs. Be careful and monitor what the girl is drinking so she doesn’t get too drunk. For one, you
don’t want to have to nurse a drunk girl. Second, you probably want to be able to fuck and you don’t
want to do anything legally questionable. Thirdly, sometimes people get so drunk that they hurt
themselves and you don’t want to be responsible for that. When in doubt, err on the side of extreme
cautions unless they absolutely demonstrate that they are handling it well.

**Be nice to the help** Nothing makes you look more confident and alpha than being nice to
waiters, valets, concierges, etc... When you are super nice to a waiter, it makes it look like the waiter
served you super well, and it makes you look important. If she is being rude to the help, tell her to
knock it off (unless she is absolutely adamant about complaining about something). Being rude to the
help is similar to a shit test in that it is a petty, stupid emotion that needs a confident, alpha guy to
step in and put an end to. I usually say something like “they’re just doing their job, let it go. I’ll buy
you something else.”

**Don’t get too emotional** Remember, women take longer than men to get emotionally invested so
a lot of times you may think you guys have “connected” when she is still feeling you out. This is
dangerous because if you get emotionally invested too quickly you might start revealing things about
yourself you shouldn’t or acting too emotional or saying weird sappy shit or whatnot. In movies, you
can tell a date is going well because the people in the date start confessing their deepest, darkest
secrets to each other. Don’t do that – that’s not how the real world works.

**Don’t let your guard down** This goes with the last one. No matter how much fun you’re having,
or how close of a “connection” you feel, don’t trick yourself into thinking she’s in love with you
and/or it’s ok to let your guard down. By “letting your guard down” I mean getting drunk, letting her
cross your boundaries, doing things you know you shouldn’t do, etc...

**Get deep** If you’re creative you can shift the conversation to deep topics quickly. Let’s say she
says “I hate my job.” You can make it go deep by saying “what would you do if you could have any
job?” Shit like that. But just be careful to not make her uncomfortable. Some girls don’t want to get
deep about certain things. You also don’t want to look like you are prodding into her personal life or
trying to look fake deep. Make sure she is comfortable and is going along with it.

**Get touchy** This is how I do it. I start the date off with a hug and I don’t get touchy right away
unless she gets touchy. Then at some point when we’re bantering she will say something I agree with
or I think is funny and to emphasize my delight I will touch her. From then on, I’ve broken the seal
and now I can start touching her.

**Turn the conversation sexual** Now, don’t do the typical douchey thing where you just say
“you’re so hot, I want to fuck you.” Instead, talk about sex in the context of something else. For
example, if you’re talking about relationships I might just say off handedly: “a lot of things are
important in relationships: loyalty, shared interests, and wild sex.” Read her and make sure you don’t
make her feel uncomfortable.

**Don’t ever talk about your exes** Ever! Ever! I don’t care what you have to say or how positive it
is. Just don’t do it. It’s not good. Other things to not talk about: politics if you guys disagree, religion
if you guys disagree, terrible things you’ve done, weird sexual shit about yourself, etc...

**Keep it positive** Once again, in the movies when people are on a date it becomes this weird
therapy session where they confess their deepest and darkest fears, problems and secrets to each
other. Don’t do that in real life. In real life, you should keep it positive. Nobody wants to hear about
your problems if they just met you. That shit comes later, after you’ve been dating for like 8 months.
Even if things go wrong on the date, be lighthearted and funny about it. Nothing is more attractive
than a guy who keeps his cool in the face of adversity.

**People watch** One thing I like to do on dates is to say to the girl “hey do you like people watching”? She will usually say yes and then we will people watch the other people in the restaurant together. We may try to guess their life stories or maybe even make fun of them.

**Challenge her** There is nothing more unattractive and beta than a guy who sits there drooling and agrees with everything a girl says. Challenge her. Make things interesting. Of course, don’t challenge her on things that she probably won’t budge on. If she says she is a hardcore Christian, you’re probably not going to get anywhere by trying to convince her that Christianity is stupid. I don’t care how much of an atheist you are, that’s a dumb thing to say, especially to somebody you just met. Keep your controversial opinions to yourself unless you think she would open to them. Here is how I think of it: everybody has a range of opinions and topics that are acceptable to them. Make sure you stay within her range. Basically, use your judgment.

Related to that, don’t supplicate to her. Don’t go get her things, hold her purse, etc... But more importantly, don’t supplicate in the conversation. If she says “I like EDM” don’t say you like EDM too if you don’t. It’s ok to be different and have your own opinions. Even if I agree with a girl, I will play coy so it doesn’t look like I am just agreeing with her just to be agreeable.

**Have a logistical plan to get back to your place** Duh.

**Close** Here are a few ways to close:

At some point in the conversation we may talk about a youtube video, or a piece of art or weed or something that I like. And if she’s into that thing, I will say “Oh you like weed? I have some at my house. We’ll go there after this.” Or she might say “the drinks here are expensive” and I’ll say “I have liquor at my house, we’ll go there after this.” And then I’ll drop it because I don’t want her to feel like I am pressuring her. If she says “no” I will be like “ok” and I might try one more time before the end of the night. Then, like an hour or two later, after we’ve had some more fun, I’ll say “ok, let’s go back to my house and smoke some weed and/or have a drink and/or look at some art.”

Another way I close is I wait until the date is hitting a peak and I’ll just say “hey let’s go back to my apartment.” I only say that if we’re having fun and peaking. She will never say yes if you ask her when the date is weird or awkward.

I will write a full blog post on closing soon.
The key to happiness, and success with girls, is cultivating a deep inner world. A person with a deep inner world will be happy no matter what happens and will not have to rely on other people, drugs, material things, and most importantly, women, to make them happy. There is nothing wrong with having those things every once in a while, but you should be just as happy when you don’t have those things. You should be able to take a month off and just spend Friday and Saturday nights having some tea and reading a book. That’s obviously something most people can’t do, but if you get to the point where you have a deep inner world, you will be a lot happier AND a lot more attractive to girls.

Here is why: human beings look at relationships in terms of power. Our ape minds are wired to look at society as a hierarchy, with an “alpha” at the top with all the bananas, and a bunch of people “beneath” the alpha begging for a banana or two. The key to this hierarchy is the control of bananas or, in the human world, any resource. If person A has something person B needs, and person B doesn’t have anything person A needs, person A is the “alpha” and B is the beta. It is ingrained in human beings to look at people who provide things to us as “above” us and people who are needy as “below” us. And of course, the “alpha” is attractive and the beta is not. But here is the key: this “power structure” is all in people’s heads. There is very little anybody has that you actually need, so you can easily avoid being “beneath” anybody. There is no actual alpha male with all the bananas. Of course, you would love to spend a weekend in Miami banging supermodels on Jay-Z’s yacht, but you don’t NEED that. So if Jay-Z demands that he be able to treat you like shit you can just not go on his yacht.

Mature, intelligent, enlightened men aren’t awed by other men’s power. In a healthy relationship between men both parties are equal and they are both givers and takers. In a healthy relationship with a woman the men gives certain things and the woman gives certain things. But nobody wants to be around somebody who is needy and constantly taking.

Here is an example: there is nothing wrong with eating Oreo cookies every once in a while. But imagine if somebody was addicted to Oreo cookies and would be miserable if they didn’t have them. A person can only eat so many Oreo cookies in a day, so any person addicted to Oreo cookies will feel like shit 99% of the day, and will only feel happy that 1% of the day when they are actually eating Oreos. Most people aren’t addicted to Oreos like that, but they are addicted to other things, usually women, like that. They are miserable when women don’t like them, and they gain fleeting, temporary happiness when women do like them. That’s a miserable existence, and it’s made even worse by the fact that because you are dependent on this “thing,” anybody with this “thing” can control you and abuse you, whether they are a beautiful woman or a drug dealer.

**How does one cultivate a deep inner world?**

First, you need to engage in practices that boost your self esteem. A practice is a hobby that you actually get better at and can produce tangible results. Painting, cooking, Crossfit, bodybuilding, stand up comedy, and getting good at your job are all practices. Watching movies, being a “foodie,” and playing video games are not practices. There is nothing wrong with those things, but they won’t boost your self-esteem.
Secondly, you need to stimulate yourself intellectually. Read some philosophy, watch some documentaries, meet some cool people. This isn’t a “suggestion” – this is an absolute requirement. Humans have an innate need to stimulate their mind, and if you don’t actively seek out intellectually enriching stuff you will end up stimulating your mind with horseshit, like pop culture nonsense or conspiracy theories or whatever else dumb people are into nowadays. Again, there is nothing wrong with pop culture or conspiracy theories, but that can’t be the full extent of your intellectual stimulation.

Third, you need to know yourself and feel comfortable with yourself. If you have weird unresolved issues or childhood traumas, go to a therapist. Stop hating yourself. You may have flaws, but you can either work on improving yourself or just swallow in how much you suck. Think about yourself objectively, rather than how others see you. I’ve always been into space, but my friends would make fun of me because they were worried I would look like a nerd. But now, I realize, there’s nothing wrong with being into space. Or dinosaurs. Or 19th century literature. And to be completely honest, one of my most attractive things I can do in front of a girl is go on a rant about space.

Fourth, you need to learn to enjoy the small things. It is cliché, but crucial. The secret to not letting women control your happiness is by enjoying lunch, smelling the flowers every once in a while, and just staring up and admiring the stars. Society makes us think that a “successful” person is rich, good looking, famous, etc... but the real key to happiness is enjoying the ordinary parts of life. When you wake up in the morning and have breakfast, do you really enjoy it? When you go out with your friends, do you actually have fun or are you just going through the motions just to look cool? If you are driving in the country, do you admire the trees and flowers? At any given moment in the day, are you enjoying what you are doing, or are you thinking about something else? Most people only derive happiness from the “spikes” in their life – music festivals, drugs, sex, crazy movies – but truly happy people derive pleasure from everything – a good night’s sleep, a walk in their neighborhood, a conversation with a good friend, a good day at work, a huge satisfying shit, etc... Of course, you can still enjoy the “spikes” – hell, I just spent 3 days raging at a music festival, but I am just as happy now that I’m at work on a Monday. Part of enjoying the small things is being good at day to day life: get enough sleep, eat well, keep a clean room, etc...

I have a few friends that are celebrities, and some are MISERABLE. They enjoy the fun parts of their job like being on stage or banging models, but the rest sucks. They hate traveling, they hate being recognized by “fans” (which are usually just weirdos), they hate pretentious Hollywood people, they hate the instability of their career. Who do you think enjoys life more? The rock star who spends an hour on stage every night happy and the rest of the time doing drugs and depressed? Or the accountant that has a kind of boring job but enjoys the small things?

Fifth, you need to surround yourself with positive people. Find yourself some good, solid friends you can rely on. A lot of shitty people, including flaky girls, don’t have any real solid friends, so they are just desperate for any type of human connection. And because none of their relationships are truly satisfying, they jump from shitty person to shitty person, all the while acting shitty themselves. Don’t be like that.

Sixth, read good fiction. Again, this is not a suggestion – this is a requirement. Human beings can only learn about themselves and the world through stories. You can either feed yourself intelligent, interesting, deep stories, or you can gossip about people and get involved in petty real-life drama. Take it from me – I resisted reading fiction for a long time because I thought it was a waste of time. I now realize that almost any problem you have or pain you are going through has been written about
in some novel by a brilliant writer on a deeper, more intelligent level than you can possibly imagine. Girl acting like a total bitch? Already seen it in a Oscar Wilde novel. Friend backstabbed you? Shakespeare. Etc...

Seventh, realize that the “outer world” stuff like people’s validation and banging hot girls is not that great. Sex with a hot girl is fun, but at the end of the day, you are just putting your dick in a wet hole. It’s amazing if you think about the misery some people put themselves through to put their dick in a wet hole. Once you bang a few 9s or 10s, the magic disappears and you realize they are just people with all the fears, insecurities and weaknesses you have. I would even go so far as to say that the main thing that attracts people to 9s and 10s is ego boost, and, like the Oreo addict, they spend 95% of their day miserable for that 5% of the day where they feel cool cuz they’re with a "10."

Finally, and this is MOST IMPORTANT. You need to cultivate a sense of dignity in yourself. JUST BECAUSE YOU ARE A HUMAN BEING. That’s the only fucking reason. There is nothing wrong with being confident because you are smart, hard working, successful, etc..., but at the end of the day you should also know that you are entitled to a certain amount of respect just because you are a human being. The main reason people become needy and pathetic is because they see others as above them and will do anything to get those other people’s approval. But like I said, the power structure is all in your head. If you just stop seeing yourself as being beneath people, you will no longer need their validation. And you won’t have to beg to be their bitch and you will no longer let them cross boundaries and treat you like shit.

All that said, realize that your inner world is NOBODY’S FUCKING BUSINESS. You shouldn’t be building your inner world to impress anybody or to make anybody like you. If you do, you’ve missed the whole point. You should read Hemingway and Oscar Wilde to expand your own mind, not so you can drop those names at a cocktail party. In fact, I don’t tell anybody about my inner world unless they really deserve it and similarly have a deep inner world. You need to realize that most people don’t have a deep inner world. Most people are still reliant on other people, drugs, and society's dumb fads to be happy. And they don’t have that inner sense of dignity that makes them refuse to be treated like shit. It’s a sad truth, but most hot girls still want a guy with a flashy outfit, a Lamborghini, and a beach house in Miami. Sorry, but it’s true.

What I just described as a happy person with a deep inner world will sound like a boring dork to most people. If you walked up to most girls at a flashy nightclub in Miami and told them your idea of a good time is watching a nature documentary while sipping on green tea they would run away to find the first trap DJ with cocaine. But having a deep inner world will make you more attractive. You will be less desperate and you will enforce your boundaries. If a girl starts acting like a jerk to you, you will not hesitate to go home and put on a nature documentary because you are just as happy doing that. When girls see that you aren’t phased by stupid shit like celebrities, money or their tits they will slowly realize that there is something different about you. And more importantly, they will be more likely to make a deep emotional connection with you because you won’t look like a thirsty, manipulative loser who will say anything to fuck them. You will give less of a fuck because you aren’t trying to conform. You’ll have more fun. Your dick will grow (jk on that one).

And finally, having a deep inner world doesn’t prevent you from having an outer world. I will still go to a music festival dressed like a banana, get wasted and jam out all weekend. It’s part of the beauty of life. When I meet girls I will still chat about pop culture nonsense, joke around about being an egomaniac, and do lines in the bathroom (allegedly).
I have suffered from depression and I pulled myself out of it so I wanted to write something to help others. I was very reluctant to write this, however, because I know that everybody is different and my “advice” may mean nothing to you. So please take everything with a grain of salt.

This is a work in progress so please let me know your thoughts and how to improve it. It’s probably my most ambitious work so it needs a lot of help.

**Step One: Understand What Depression Is**

The first step in battling depression is understanding what depression is. Depression is fundamentally a chemical imbalance in your brain. Your brain releases chemicals that make you feel good (dopamine, serotonin, etc...) and chemicals that make you feel bad. Depression is simply when you have too much of the bad chemicals.

Why do some people have too much of the bad chemical? Science does not know for sure. Some severely depressed people believe that the chemical imbalance is solely caused by genetics or other things they can’t control. That might be true to an extent, but I believe that at least part of your depression is caused by things you have control over: your thoughts and your actions. Even though depression is fundamentally a chemical imbalance, we can do things to change the chemicals in our brain. In this article I will focus on things that you can change – there is no use of fretting over things you can’t change.

Here is my slightly scientific guess of what causes depression:

Depression, like all emotions in human beings, has an evolutionary reason. Humans evolved to feel good when we do something good (i.e., ate healthy food, or make love to a beautiful woman) and to feel bad when we fuck up so that we don’t fuck up again. When something bad happens and we become depressed, our emotions dry up and we ruminate because we are programmed to put everything to the side and just think to figure out what we did wrong. Scientists have identified different types of depression for different types of fucking up – rejection depression happens when somebody we care about rejects us (i.e., a break up): we lose our appetite and can’t sleep because we literally think we are in the woods alone. There is also a type of depression where we feel useless to society so we just want to die – evolutionary, it makes sense for the useless members of the tribe to just die.

Depression is so destructive in human beings because those evolutionary emotions don’t correspond to reality and therefore don’t help us in the real, modern world. Usually they hurt us. For example, we may FEEL like we “fucked up” when we really haven’t or feel like we are useless when we are not. Our parents, friends or teachers may make us think that we “fucked up” if we didn’t get a job that pays $100,000 a year. In reality that’s dumb - you can be perfectly happy without $100,000 a year, but if you’re convinced you fucked up then the depression emotions kick in. The reason depression is sometimes called a “chemical imbalance” is because we have too much of the bad chemical even though nothing bad actually happened.

Rumination also doesn’t help if we don’t have all of the necessary information. If your girlfriend dumps you, you may ruminate endlessly to figure out why (BTW, this is why guys want “closure” so much – who gives a shit about closure when the relationship is over?). But rumination is useless
because you can’t read her mind so you will never really know why she dumped you. Maybe she was cheating on you and you never did anything wrong. Maybe she never liked you in the first place. Maybe she’s just crazy. Even if you did figure it out, that rumination is useless because you need to move on anyway. Ruminating on something without adequate information is like a hamster running on a wheel – you will never get anywhere.

The real danger of depression is confabulation. Confabulation is when our emotions hijack our rational thought processes, so we THINK we are being rational but we are really just justifying our emotions. A recovering alcoholic will come up with a brilliant argument to justify why he should have JUST ONE DRINK. He may think he is being rational and logical, but really he is just being tricked by his emotions that want alcohol.

Depression confabulates negative thoughts in our head. If you get dumped, you may think to yourself “I will never find somebody else again.” Of course, that’s totally irrational – you can definitely find somebody else again. That thought is your depression hijacking your mind.

Here is why depression is super fucked up: let’s say you are depressed for 5 years. In that 5 years you will think a lot – but many times when you have a thought your depression will hijack your rational brain and make you think something negative rather than the rational thing. After hundreds of thousands of thought cycles, your brain will be now filled with negative thoughts about how much you fucked up and will never succeed and those negative, terrible thoughts will be reinforced and backed up with negative emotions. Those negative thoughts and emotions will then lead to more negative thoughts and emotions and you will form whole belief patterns and ideologies based on those negative thought processes, and those negative patterns will entrench themselves deeply into your neural networks and habits. A lot of times when you meet really unsuccessful people or people from the ghetto you will see that they have deeply entrenched negative belief systems.

That is why depression is such a miserable pit for people to climb out of – they are literally buried under piles and piles of negative emotions and limiting beliefs. That’s why it takes a lot of time and work to pull yourself out of depression and clear away those emotions and thoughts. To make matters worse, those negative emotions make us feel “comfortable” and even though they are harmful to us, we feel even worse when we try to be confident or ambitious.

Worse yet, humans beings are designed to be excellent at focusing. That’s why we have had so many great artists and scientists throughout human history – we have a tendency to get obsessed with something and block out the rest of the world. However, when that thing is bad, we may lose sight of the bigger picture and just focus on the one bad thing that happened. People that are depressed often get obsessed with their failures and forget about all the good things in their life and the positive possibilities.

Step Two: Change Your Thinking

I believe that to defeat depression, one must look at the world in a fundamentally new way. Our beliefs about reality, the meaning of life, and our future are crucial in determining how happy we are.

Assume all unknown information is positive

You have 3 types of information in your brain: good things that are going on in your life, bad things that are going on in your life, and things that you are still uncertain of because you don’t have enough information. If a good thing happens to you, you feel good because of evolution. If a bad thing happens to you (i.e., you get fired from your job), you feel bad because of evolution. However, evolution never figured out how to handle uncertainty – how do you feel when you don’t have
enough information to figure out whether it is bad or good? Well, a depressed person just defaults to negative. If they don’t something, they just assume it’s bad.

This is incredibly harmful because 99% of the information that is relevant to your life is uncertain. You just don’t know what your future holds. You don’t know what people really think about you, how much your skills stack up to others, what luck you will have, etc... Life is just full of uncertainty. Depression takes all this uncertain information and just assumes it is negative. You just had an interview? You’re probably not good enough to get it. You want to approach a girl? She’s probably out of your league. “Negative” is the default for depression.

To fight depression, you must assume that all the uncertain facts are positive. You absolutely must believe that everything will be awesome, the universe loves you, you can succeed at anything you try, any girl will fuck you, and you will be happy beyond your wildest dreams. You’ve never acted in a movie? Doesn’t matter, you still might win an Oscar this year. I’ll be honest: this is a little delusional. Some of those uncertain facts may end up being negative for you. But you shouldn’t worry about that until you get there and you KNOW they are negative. As long as you don’t know, you MUST assume the facts are positive for you. That girl you’ve never talked to? She probably really likes you. That interview you just did? You’re probably going to get it. Go to the extreme: you need to think that literally anything is possible, you might become a billionaire tomorrow, the rules of the world do not apply to you, and God will love you and give you whatever you want. Of course, don’t make decisions based on irrational positivity, but use the irrational positivity to motivate you.

You may object and say “I can’t fix depression with being delusional.” First of all, yes you can. Studies have shown that feeding people delusional thoughts can make them happier – even when they know it’s fake! In fact, if somebody did something wrong to you, you can make yourself feel better by writing a fake letter from them to you apologizing and reading it to yourself every day for a week. Your rational brain may know you are lying to yourself, but your emotions don’t. The same way depression can irrationally trick your emotions into feeling bad, you can irrationally trick your emotions into feeling good. Second, you’re not really being delusional: you’re just making positive assumptions about facts you don’t know. It’s not technically wrong and this type of optimism is helpful. In fact, it is the basis for most religion. No human being knows whether or not God actually exists or whether he actually loves us or whatever, but people believe that and feel better. It works! Thinking negatively is usually bad for you unless you are working on fixing a specific thing that you are doing wrong.

Please also keep in mind that depression is causing you to irrationally think negatively, so you need to counterbalance that somehow. Some people think overly positively and are naïve. That’s bad as well, but depression is the opposite problem. If your view of reality is warped to be negative you need to balance it out.

To think positively you need a daily routine. This could be many things: reading inspirational stuff, listening to music, praying, chanting, meditation, affirmations, self-talk. Whatever. You should also engage in meta-cognition (thinking about your thoughts). Let’s say you have a negative belief: next time it pops into your head, analyze it logically. Is it backed up by facts or did your depression just convince you it was true? Are you afraid of getting fired? Why? Are you obsessing over some small fact?

Whenever something bad happens, figure out why it happened and how you can prevent it in the future. If it is something you can’t control, you need to figure out how to accept it. If you made a
mistake, figure out what you did wrong and don’t do it again. Try to learn something from every failure. And then, move on and don’t let it make you feel shitty anymore. And don’t let that one negative thing infect the rest of your thinking and make you think your world is crashing down around you.

**Give up on the life you wanted or thought you deserved**

This is going to sound weird, so bear with me here.

It’s a huge oversimplification, but you can generally characterize depression or happiness with this formula: Happiness = Where you are – where you think you should be. If where you are is greater than where you think should be, then you will be happy. That is why gratitude is so important for happiness – people literally feel like they lucked out in life, so they feel good. If, however, where you are is LESS than where you think you should be, then you will feel depressed. In other words, you have a fake image of what you should have accomplished and you will feel like you “fucked up” because you aren’t there yet. This is the main thing I hear when I talk to depressed people.

Part of the reason so many people in our society are depressed is that pop culture and the media keep feeding us images of what we should have and be. Everybody feels like they should have a huge house, an awesome career, a beautiful family, a nice car, vacations in the tropics, etc... And when they don’t have these things they feel depressed.

The key to being happy is detaching yourself from all of those external things and just being happy with what you have. You are a piece of dust moving through the universe and the only thing you can do is the right thing at every moment. You can’t focus on the big picture all the time – just do what you know you need to do right now. Focus on putting one foot in front of the other. Not only is that the right thing to do – it is the ONLY thing you can do. Obsessing over all the things you want or are supposed to have will only bring misery. This is going to be very difficult for most people because we are ingrained with certain values and goals from an early age and it will take a huge shift in thinking to abandon those things. But you have to remember that humans are frail beings and nobody has figured out what a “happy” life is and they certainly haven’t figured out what YOUR happy life is. Everybody is born into a different situation and it takes a weird combination of hard work, luck, a head start, and a certain personality type to end up at any particular point. And anything you accomplish can disappear in a second because reality is a cruel motherfucker. We are all on a different journey and for some of us, our journey will not lead to the lifestyles of the rich and famous. That’s ok – life isn’t about impressing anybody or achieving some pre-set goal some asshole you never met made up for you. Just be happy.

Give up on where you think you should be and just enjoy your day to day life. Stop thinking about being a rock star or a billionaire and just focus on being a good person, doing a good job today, and enjoying lunch. The little things in life should make you happy. The big things are great, but you shouldn’t have an emotional attachment to them and you definitely shouldn’t feel bad because you are not there yet. Life is all about little steps: you have to put one foot ahead of the other, and you will eventually make it.

We live in a society that is obsessed with goals, but I think it is stupid and unhealthy to form an irrational emotional attachment to a goal that you may not be able to achieve or may not be right for you. I have been doing stand up comedy for 6 years now and I have run into a lot of people that should quit because they just are not good enough and never will be. These people are depressed and miserable because they have this image in their head of what their life should be, and fail to recognize
that happiness is a day to day thing and even if you do “make it” you will find some other reason to be unhappy.

Don’t get me wrong: I think people should have goals and work hard: I am not saying give up on life or be lazy. The last thing you should do is smoke pot and watch TV all day. But your goals should be in the back of your mind and they shouldn’t emotionally dominate you or overwhelm you. At any given point, you should be thinking about what you are doing at moment rather than your far off goals.

Ever since I started thinking like this, I have been much more successful, because instead of having my head in the clouds, I got down to business and did the hard day to day work that nobody wants to do or even talk about.

Realize that depression is an irrational emotion and does not represent reality

Now that you know that depression is essentially a mix of chemicals that make you feel bad even though you don’t deserve it, you can slowly start rebooting those negative thoughts and feelings you have. The next time a voice in your head tells you something negative, realize that the voice is not “you” but rather a chemical that is lying to you to make you feel like shit. Let’s say you’ve always thought of yourself as bad with girls. Next time that thought or feeling pops into your head, analyze it rationally: are you really bad with girls? Or do you just think you are, and is that thought fucking you up? Maybe your failure with girls is based on some small thing you can easily fix? Or maybe you just think “I suck at girls” and have used that thought as an excuse to not get better. Meta cognition is extremely important and is one of the reasons you need to bring in outside people who can view you objectively to help you get better.

The cascade of negative thoughts that comes with depression can sometimes even convince you that reality has consciousness and favors other people instead of you. This is one of those beliefs you need to logically analyze and realize is bullshit. Reality, to the best anybody can tell, is just a series of logical rules that doesn’t give a flying fuck about anybody. The President can die of a heart attack tomorrow and a homeless guy can win the lottery and become richer than Donald Trump. You can either fear reality and be intimidated by it, or just see it as a tool that you can use to achieve happiness. If you absolutely want to believe that reality has consciousness, go ahead, but why not assume that it loves you and wants you to be the king of the world?

Be suspicious of all of your emotions

That insane cascade of negative thoughts and emotions can affect any one of your emotions, so beware. Let’s say you are having “oneitis” for a girl. Try some meta-cognition: do you really “love” that girl or is your depression convincing you that you need her? Let’s say you hate somebody and want to get revenge on them – think about logically: is it worth your time and mental energy to pursue a vindictive grudge against them or is your depression causing that? Let’s say there is somebody abusive in your life – do you actually need that person in your life or is your depression making you feel like you need them?

Step Three: Fix your day to day life

Positive thoughts are great, but at the end of the day you need to reverse the flow of shitty chemicals in your brain and the only way you can do that is through action. You need “wins” – things you succeed at. These wins will boost your dopamine in a healthy way and fight those shitty networks created by depression.
Tackle your problems head-on The only way you can solve your depression is if you tackle your problems head-on. There are a lot of ideologies that advocate “not caring” or “disconnecting” yourself from reality – they don’t work. You need to engage in reality and get some “wins.” You can’t just give up and accept defeat – that won’t make you feel better. There is nothing wrong with practicing stoicism or Buddhism to make yourself feel better, but at the end of the day you still need to figure out a way to solve your problems and you need “wins.” Only after you start consistently getting wins will you be happy.

Get help Get therapy if you need it. Find yourself positive friends that will help you get better. Ditch people that are negative influences, especially people who don’t understand depression or just tell you to “snap out of it.” Find yourself a role model that you want to be like so you can work towards being like them. Find yourself a mentor that will give you advice to achieve your goals. Find positive places on the internet that will help you improve. You need objective voices that aren’t buried under the same avalanche of negative thoughts and emotions you are and then YOU NEED TO LISTEN TO THEM. Your negative thoughts will try to ignore them but you need to be open minded and listen to them even if they sound crazy. And of course, stay away from other depressed or negative or shitty people. Don’t be ashamed to get help!

Succeed in a practice A practice is an activity that you actually get better at and can produce tangible results. Painting, cooking, Crossfit, bodybuilding, stand up comedy, and getting good at your job are all practices. Watching movies, being a “foodie,” and playing video games are not practices. There is nothing wrong with those things, but they won’t pull you out of depression. Practices have objective standards that you need to meet to be successful and once you meet those standards you will feel good because you conquered something. I believe that engaging in a practice is the best way to happiness because it gives you those “wins” you need to feel happy.

Adopt small goals Maybe you can’t decide on a practice to pursue or feel intimidated by the difficulty of the practice that you engage in. Your depression may say to you “there is no way you’ll ever be successful at this so don’t even try.” Start off with giving yourself incredibly tiny goals that you definitely know you can achieve – then when you achieve those goals you get a small “win.” When I was in the depth of my depression, my goal was to just brush my teeth every day. Everything after that in the day was a bonus. I know that sounds absurd, but it gave my life meaning and purpose and made me feel better. After that became a routine, I then moved to slightly bigger goals. Even today, when I am feeling overwhelmed with work, I will set a tiny goal for myself – all I need to do today is X and then I can go home. Right now, you can instantly boost your self-esteem by focusing on one small thing in your life. You can promise to yourself “my hair will look awesome every day” or “I will stop making X mistake at work.” Even those little things will make you feel better.

**Do the regular things you know stop depression** You’ve seen them a million times other places, but I will just list them again: go to the gym, eat better, get enough sleep, do things that help you relax, do something spiritual, stimulate yourself intellectually, eliminate shitty things from your life. Etc...

Beware of cheap happiness “Cheap happiness” is anything that makes you feel good but is ultimately not beneficial for you or even may be bad. This includes drugs, women, porn, speeding, wasting time on the internet, watching TV, playing video games, etc... While there is nothing normally wrong with a little bit of cheap happiness, depressed people are prone to become addicted because they are miserable and these things make them feel good, even if it is for a fleeting moment. A lot of depressed people try to “escape” their problems with cheap happiness, only to come back
and realize that the problem has only gotten worse since they left reality. Just as depression creates negative neural pathways in your brain, feeding yourself cheap happiness when nothing else is making you happy will re-wire your brain to rely on these things for happiness

**Adopt a routine and a strict schedule** This is probably the most important thing on this list. You need a routine and a strict schedule. If you read famous people’s biographies you will notice that they all had strict schedules. This is because depression, laziness, and “cheap happiness” are evil monsters lurking in the back of your head constantly ready to get you, whether or not you have depression. If you don’t create absolutely strict boundaries for yourself, you can easily find yourself lost in a Wikipedia spiral or worse a drug or porn binge. The only way you can ward these monsters off is to set aside a chunk of time when you are absolutely committed to doing your work or engaging in your practice. Even if you are too depressed to actually do anything, you need to sit there and ride it out – just sticking to your schedule will give you a win. If you don’t have the willpower to do it yourself, find somebody who will force you to do your work.

To stop cheap happiness from ruining your life, budget some money and time in your schedule for your favorite types of cheap happiness, but absolutely cut yourself off when your budget runs out. For example, I limit myself to $50 worth of alcohol a week and I never stay out with a girl past 3 AM unless she has already fucked me. If you can’t stick to your budget, you need to cut that thing off for good. Can’t control your drinking? Stop drinking – find some other type of cheap happiness.

**Rationalize your life** When you are depressed, your emotions will be working against you – they will want you to be listless, lazy, or go on crazy binges of cheap happiness. You have to fight that by organizing your life rationally. You need a strict schedule, a strict budget for your money, and strict rules that you absolutely cannot break (for example, no staying up after 10 PM on a weekday). This may sound childish, but until you have built up these good habits, you need them to be imposed on you from the outside. I use the app Evernote for all the “rational” information for my life: my to do list, my grocery list, my calendar (with notifications), preferred businesses, books to read, and information about my bills, my car and home maintenance, etc...

**Authors Note:** A lot of the material in this post is based on the excellent book "Angst" by Jeffry Kahn. I really recommend that you read it. You can buy it here:
How to be a transcendent man

January 5, 2017 | by Woujo | Link | Original Link

Women are attracted to men who are transcendent. By transcendent I mean here the ability to overcome social norms and any other challenges, including those from nature and other men. Men have the power to be transcendent because of their conquering instinct. Women want to be transcendent as well, but because their conquering emotion is weaker they can only experience transcendence vicariously through a man. Therefore, a woman’s primary sexual attraction to a man is to his presence, not to any tangible things he gives her or buys for her.

Human beings evolved to obey the alpha male and are therefore naturally submissive and conformist. Anxiety is an evolutionary response to prevent us from upsetting the alpha male. Social norms are always created by the alpha male, so we feel anxiety when we transgress them. This is all subconscious – rationally, we know that society’s rules can never always be right. But we are subconsciously pressured to follow the tribe because anxiety cripples us whenever we try to veer off the accepted path.

The alpha male can transgress social norms. He feels no obedience to anybody and therefore does not fear venturing into uncharted territory. Anxiety is mostly fear of other people, but a man can liquidate this fear by developing a healthy and confident conquering instinct (and controlling and directing this conquering instinct appropriately). This is why, throughout history men have been responsible for most major innovations: inventions, religions, philosophy, art, etc... Women can invent stuff and make art too, but it is much harder for them to transgress the fundamental social norms that underlie society and create something radically new unless a man does it first and shows them the way. This is why feminists talk so much about the need to “encourage” women to go into certain fields like STEM.

All human beings, men and women, are attracted to transcendence. We always want to know what is the on other side of our accepted reality. The poet Robert Browning famously said: “A man’s reach should exceed his grasp, or what’s a heaven for?” We are naturally attracted to that which just lies outside our grasp, just outside our knowledge, just outside our abilities. We are surrounded by infinity, but we are stuck in a finite being by our bodies, our minds, and most importantly, our social norms. This is why we are attracted to religion, to art, to great people (usually, men), to psychedelic drugs, to nature, etc... These things give us a glancae, even for a moment, at infinity. Transcendence represents hope, freedom, escape, rebirth, power, serenity, peace, victory, etc... And only the alpha male can transcend. Only the alpha male has the emotional ability to ignore everything society says and do something radically different.

Almost everything is a social norm created by a man. Art, philosophy, religion, and our deepest beliefs about reality are all created by men. Even our understanding of the natural world is dictated by science, which is man-made. Although science purports to describe “reality” with no subjective interpositions, science is really just a bunch of theories created by human beings, and those theories expand and improve because of humans. And like any field, science only has radical conceptual innovations when somebody transgresses accepted norms. So even science sometimes needs an alpha male to expand the accepted paradigm.

Therefore, the alpha male can EVEN TRANSCEND THE LAWS OF NATURE. Or at least, what humankind know the laws of nature to be. In the last 100 years, men have created the ability to fly,
instantly exchange terabytes of data over long distances, and destroy the world with the press of a button, all things that people previously thought were impossible. The Bible says in Genesis 11:6 that if the people of the world unite mankind can do literally anything. Therefore, the only thing that stops a man from being God is other men. An alpha male that transcends the rules of society (and nature) is on his way to becoming a God. As you can imagine, this is incredibly thrilling and exciting to women.

Of course, women HATE that men can be transcendent and they can’t. A proud, independent feminist woman will say that women can transcend and innovate just as well as men can. This makes sense – women don’t want to admit that they have to rely on men. But there is an unbridgeable power gap between men and women, which creates an inherent and eternal resentment in women. And no matter how much men supplicate to women, they can never raise women up to close the gap, so their supplication only weakens themselves and increases women’s resentment.

That’s why women try to tear down great men – it eases the anxiety of knowing somebody has abilities you don’t have. A “shit test” is when she “senses” that you may be transcendent, so she tries to trap you within social norms to see if either her or society can bottle you up and make you feel anxiety. And when you overcome, she becomes intrigued because you are literally doing something that she cannot do.

No matter how mean, or pretentious, or snobby, or hot, or damaged, or crazy a woman is, and no matter how much she tries to put you down, at the end of the day you have something she can never have: the ability to transcend. And deep down, she knows that. And you can hang that ability over her head for eternity.

Of course, not all men are transcendent. Most men are also submissive and conformist, especially when they want something (see my spiel about acquisitiveness below). Most great men in history have been supported by beta males that obeyed them unthinkingly. Every famous rapper has an entourage of guys that do his bidding and hope for some of his scraps. A confident, smart woman who works hard is more of a “man” than most of these losers. Men are also attracted to transcendence, but they are less likely to completely submit to the alpha male because a small part of them knows that they can BECOME the alpha male if they try hard enough. That said, the “alpha” in most men is usually silenced so they end up being submissive and conformist.

Transcendence and abundance mentality

Transcendence and abundance mentality are deeply interconnected, which is why women are attracted to men with abundance mentality.

There are two possible attitudes a person can have when approaching the world: one of appreciation and one of acquisitiveness. Acquisitiveness is the attitude where you see the world as something to be used and taken. You want food, you want sex, you want money. Appreciation is where you see the world as something to be appreciated, experienced and enjoyed. Acquisitiveness is associated with scarcity mentality, anxiety, and therefore submission. Appreciativeness is associated with transcendence. An appreciative person enjoys EVERYTHING about life: a beautiful sunrise, nature, breakfast in the morning, saying hello to strangers, even the sheer wonder at the fact that the world exists! But an acquisitive person has tunnel vision and can only focus on the specific things they want at that moment. Like a lot of people, I enjoy a bump of cocaine on a Saturday night, but unlike a cocaine addict I don’t let it ruin my life so that I can’t enjoy the other great things about life.

Of course, you need money, sex, shelter, food, etc… There is nothing wrong with acquiring things:
the problem is with the EMOTION of acquisitiveness. In fact, appreciative people are often more successful than acquisitive people, because they are not crippled by the anxiety caused by acquisitiveness. They will not be distracted by their addictions, they will not form an unhealthy attachment to a particular person, thing or idea, and they will learn to enjoy the struggle.

Women are turned off by acquisitiveness because nobody likes a taker. In fact, a good rule in any social interaction is to “appreciate” the other person and not try to “acquire” something from the other person. Everybody likes to be appreciated, nobody likes to be used.

Lower-ranked apes obey the alpha because the alpha controls the resources and distributes them out to members of the tribe that obeyed the alpha. Therefore, if you ask a woman for anything – her time, her attention, etc... you FEEL beta to her. Don’t ever ask – instead, tell the woman you will go appreciate something, and then she can also come appreciate it with you if she wants. You can “ask” only if you already know she wants to go so your “asking” is really just “accepting” her to come with you. Of course, I am talking about the beginning stages of a relationship – once you’ve established a relationship where she is regularly giving you things (like cleaning your house) it’s ok to ask her for things in return.

Supplicating to a woman and validating yourself to a woman are indirectly forms of acquisitiveness because you are indirectly “asking” her to like you, and she can subconsciously tell. If a billionaire brags to a stripper about how much money he has or buys her things, the emotional subtext is “I want your validation so I can ‘have’ you.” Putting a woman on a pedestal is even worse because it completely destroys your transcendence: she wants a man to take her to infinity, but if his focus and desire is her, she’s back to where she started.

Women are attracted to appreciative men because it FEELS like those men have everything and are therefore alpha. Obviously, nobody really has everything – we are talking about feelings. A happy guy having a blast at the party feels more “rich” than the billionaire stressing out over whether the girls there like him.

To be appreciative, you need abundance mentality (or better put, abundance emotions). You must “feel” like you have, or can get, anything so that you are not hindered by the anxiety associated with acquisitiveness.

It is not as simple as flipping a switch in your brain to say “I feel like I have everything so I don’t need to be acquisitive.” Developing abundance emotions is hard. You must feel abundance in the deepest depths of your soul and in every situation and in every crevice of your consciousness. I would guess that most pathologies, like drug addiction and overeating, are caused by a deep inner scarcity anxiety - you pursue an irrational pleasure that actually harms you in the long run because you think this is the only happiness you will feel in the foreseeable future.

You can get abundance emotions by actually having abundance. But a true feeling of transcendence can also create abundance emotions, because you know you can defeat any man or nature to get what you need or want. Transcendence is a better way to feel abundance because it represents infinite hope: I can turn down this Playboy Playmate right now because in the future I can get anything I want, including 100 Playboy Playmates.

Women can never be fully appreciative because they are inherently acquisitive. They cannot have abundance mentality because they do not “feel” like they can conquer their enemies to get what they want whenever they want. Of course, there are billionaire women who, for all practical purposes, can get whatever they want whenever they want, but they still will not feel emotionally transcendent.
because its not wired into their genes.
The best way for a man to “appear” transcendent to a woman is to be completely appreciative of life. Pure appreciativeness with no acquisitiveness, and therefore no fear or anxiety, is something a woman can never obtain on her own – she can only experience it vicariously through you. That is your most important and attractive asset is simply your presence.

**Performativity**
I hate the idea of “game” because it implies doing things to make a woman like you, which is inherently validation-seeking. Nevertheless, for a woman to be attracted to your transcendence, she must witness it. Game requires performativity because ultimately she is attracted to the emotion of transcendence, not your actual tangible existence (even though your actual tangible existence is still very important). And emotions are actions; they don’t exist in a vacuum. You can have all the cool shit in the world, but no matter who you are, your cool shit is finite. And when the woman reaches the end of the cool shit, she will get bored and go looking for something else. Worthless women with nothing to offer have gotten bored of Johnny Depp and Elon Musk, they will get bored of you too.

Women who fall for alphas often say that being around him is a “religious” experience. Being good-looking or well-dressed is not enough to create a “religious” experience. A transcendent man has access to the infinite because no possibility is foreclosed to him.

Therefore, women need to witness you being an indestructible fortress that obeys or submits to nobody and is dedicated to enjoying life and accomplishing his goals. In normal human interaction, you must curtail your own enjoyment so that the people around you can also have fun. But women want to see you aggressively and genuinely enjoy yourself, letting nobody get in the way, so they can also vicariously feel that power. You must be passionate – you must bring all of your thoughts and feelings into the enjoyment so that she can be energized as well. The best way to “game” a woman is to be deeply present, deeply passionate, and have deep fun – talk about things you both enjoy, laugh, and make her feel like she can join you on your enjoyment quest.

Confidence is attractive to women is because biologically, anxiety is related to submissiveness. There was an article earlier on this subreddit by [u/mikehaines](https://www.reddit.com/user/mikehaines) which basically said that the key to scoring with model-tier girls was holding frame. And by holding frame, he just meant being calm. And to a big extent, he’s right. Just being calm, collected, and relaxed makes you much more attractive. Again, this is attractive to women because it is something they can’t do. They naturally feel anxiety around powerful people.

Also, why would a transcendent person feel anxiety? Nothing can hurt them. They live in a higher plane than our own. A transcendent person can fly or walk through walls so why would they be scared of a woman with low self-esteem whose only accomplishment today was to put on a dress and makeup? Of course this is all irrational – you can’t walk through walls and sometimes it makes sense to have anxiety. But we’re not talking about the real world here, we are talking about feelings.

**The struggle**
This is all, of course, much easier said than done. No man can feel “transcendent” all the time: we are all tormented by anxiety, desires, and obstacles. Human beings are inherently frail creatures, which is why it is so impressive when somebody overcomes their frailty. The mere presence of a woman oftentimes subconsciously puts us into acquisitive mode, which introduces anxiety, which creates submissiveness. Everything here is a perfect ideal that will take a lot of time and struggle to achieve.
I am not there yet, and I doubt anybody here is there yet all the time either.

Furthermore, oftentimes women cannot truly appreciate transcendence because of their acquisitiveness, which overrides their deeper emotions. If a woman is having trouble paying her rent, she may choose a “beta” male rather than a transcendent alpha male. Similarly, a woman who is addicted to drugs and partying will not appreciate an alpha male who doesn’t party. These women know they are missing out on superior men, but they literally cannot control their own addictions.

Ideally, to “game” a woman you must find a way to satisfy her stupid desires and also be transcendent.

A woman also cannot truly appreciate a man’s transcendence outside of a strictly-enforced monogamous relationship. As I’ve described here, a truly transcendent man isn’t doing much for the woman – he is merely existing. This behavior, while attractive, induces anxiety in women because women are also wired to seek a protector and provider. She can only let you “exist” as an alpha if she knows that you are under social sanction to stay with her (in many traditional societies, death if you leave). Your “transcendence” means nothing to her unless she can vicariously join and she will not appreciate this feeling if she knows you can dump her at any time. Otherwise, she will be constantly in a struggle to “lock you down” to make sure you don’t go anywhere, creating an unending struggle between your transcendence and her need for security.

All of these ideas are background thoughts that linger unspoken beneath the superficial veneer of an interaction. You can’t walk into a hangout with a woman thinking “I must be transcendent, I must be transcendent, I must be transcendent.” You need to just be yourself and enjoy yourself, knowing deep down what is really going on.
Every relationship is fundamentally an ongoing exchange, or to put it another way, a contract. Like all contracts, the terms of the relationship (i.e., what each party is obligated to do for the other) must be negotiated. You can’t “sue” somebody for violating the terms of your relationship in the modern world, so the underlying, unspoken contract is constantly renegotiated based on who has more power.

The key to any negotiation is your BATNA – Best Alternative to a Negotiated Agreement. The better your BATNA, the more leverage you have to walk away and say “I have a better option, I don’t need to put with your shit.”

Women come into every relationship with a weaker negotiating position for two reasons: First, they have less to offer than men. Pop culture acts like pussy is the most valuable thing in the world, and a hot girl is the pinnacle of value, but those things are not valuable at all because every woman has a pussy and a lot of women are hot. Being hot is temporary, subjective, hard to maintain, and mostly fake. Women know that you can fuck the hottest girl you’ve ever seen in LA or Miami for $200, so their main “asset” is pretty much valueless. A valuable man (by “value”, I mean the things that women are attracted to) is much more scarce. Second, women are always weaker in negotiations because they are hypergamous. If a woman has more value than the man, she will not even be interested enough to enter the negotiation; so she will only cut deals with higher-value men than her.

Women are deeply aware of their weaker negotiating position in a way that men are not. Nietzsche observed that the weaker party in the human hierarchy (the “slave”) obsesses about the master’s power but the master doesn’t even think about or notice the slave. The master’s aloofness benefits the slave because the slave can scheme and strategize while the master is completely unaware. Women resent men’s power gap in relationships and their resentment is deepened because they can never close the gap because they can never turn off their hypergamy. Women are obsessed with men’s power (or lack thereof) and how he wields that power. Because men are aloof, they won’t even realize they are in a negotiation or that they are conceding too much, whereas the woman is carefully calculating exactly what the man is giving and what she is giving up.

**Women want a bad deal**

Here’s the paradox of negotiating with women: THEY WANT TO LOSE. If they “win” the negotiation (i.e., they get a better deal than you), they lose attraction. Humans view society as hierarchical and subconsciously put every person they meet somewhere in that hierarchy and treat them accordingly. Women are only attracted to males that are “higher” than them in the ape hierarchy, so if you look like you are giving her more than she is giving you, she sees you as inferior and loses attraction. Women are subconsciously keeping a ledger of everything you have done for them and everything they have done for you. If what you have done for them exceeds what they have done for you, they lose attraction. Comedians often joke about how women will remember little things the man has done and bring it up in an argument months later, whereas the man completely forgets. This joke is true because women’s resentment and weaker position causes them to keep score in ways that men are completely oblivious to.

Women’s desire for a bad deal is terrible for them because it will lead them to guys who literally do not care about them. Because modern society doesn’t enforce relationship contracts, women are
constantly under threat of the guy they want breaking the deal and leaving them. Women, however, still need affection, security, “love,” and sometimes material things, so they find a beta male to feed her other desires. This is the alpha fucks/beta bucks distinction.

This master/slave dialectic is also why women become so cold and terrible towards men they have lost attraction to. Once the man falls beneath the woman and she becomes the “master” vis-à-vis him she completely stops caring for him in any way emotionally. This is also why a lot of beautiful women have low self-esteem. It’s almost as if he ceases to exist. The only guys that emotionally “count” for women are those above them, and the ones above them make them feel shitty, so all the validation from the lower guys does nothing for them.

Women know when they are swindling you. If someone offers to sell you a new Lamborghini for $200, you will think either that he is a fucking idiot or there is something terribly wrong with the Lambo. Similarly, if you give up too much in a relationship the woman may think “this guy has no BATNA and therefore no value. A lot of guys don’t feel like they are being hustled because they think “I’m doing this because I like her.” This is dangerous because it relies on her having self-esteem, which most women (and men) don’t have. Instead of her thinking “he is giving me things because I am awesome” she will think “he is giving me things because he has no other options or because he is a sucker.” If you let somebody with low self-esteem win the negotiation by getting a better deal, they will think of themselves as low and you even lower. Attraction gone.

Emotional investment

Women don’t just lose attraction when you give them more than they give you, they also lose attraction if you do anything to indicate that you WOULD give them more than they give you. In the preemptive negotiation before the actual exchange women subconsciously “test” you to see how “invested” you are in them – if your investment exceeds theirs, they have already won the negotiation, even though no actual goods or services were exchanged.

Here’s an example from a text conversation:

Her: What are you doing tonight?
Me: My plan is to [whatever I’m planning on doing tonight]. What are you doing?
Her: Well, my plans have been thrown into a tizzy.

Let’s look at her last text. Normally, if somebody tells you that their plans have been thrown into a tizzy, your natural reaction is to ask why. That’s what a reasonable, compassionate person would do. But her last text is actually a very subtle shit test to get me to CARE about her plans and HELP her fix them. If I text back “why what happened?” I’ve proven that I’m willing to help. Wrong move! I told her I already have plans so her plans being ruined are not my problem. Also, her response was not responsive to my question “what are you doing?” so I don’t text back. After she realizes I won’t text back she then texts me explaining what happened to her plans (hint: I still don’t care) and then tries to come where I am. Her shit test failed.

You may disagree with my interpretation of this text conversation but the larger point is that you can lose a negotiation by indicating that you are ready and willing to do things for her, even very mild things. The human mind amplifies emotions to their extreme so even a few small favors can subconsciously make a woman “feel” like you are a beta. You must be constantly present and alert because these shit tests are very subtle. You may have to suppress your natural altruistic emotions or your beta emotions that push you to do things for people they don’t deserve. Every time a woman
complains about a stupid thing, you should ignore it because 1) it’s not your problem, 2) nothing really bad will happen to the woman if you don’t help, 3) even you pretending to care about her stupid complaint shows that you are invested in her, and you’ve already lost the negotiation. Obviously, if something serious happened (like she needs to go to the hospital) you should help.

**Don’t ask, don’t give**

We know that you shouldn’t even indicate that you might do things for women or give them things until they’ve done things for you because it indicates emotional investment, which is a negotiation loser. To take this concept a step further, you should also not “ask” a woman for anything either. I’ve written elsewhere that women are not attracted to “acquisitive” men (i.e., men that are trying to get something, either from them or anybody else). In the alpha hierarchy the alpha male gives the lower-ranked apes resources, but only after the betas obey. If a man “asks” a woman for a bunch of stuff he looks like the beta male.

“Asking” and “giving” are two sides of the same coin: emotional investment. Both say to a woman, at least subconsciously, “you are higher value than me and I am ready to take a shittier deal in this negotiation to have you.” Emotional investment indicates that you are lower than her in the alpha hierarchy, making her lose attraction.

It is a matter of crucial evolutionary importance for a woman to find a higher-ranked male in the hierarchy, so women have a finely tuned sense of men’s emotions. They can tell from your demeanor, your body language, your words, etc… whether you are invested. This is all subconscious. You may have no idea you are emotionally invested, but she can tell. If I’m at a club, I can tell which guy is dancing because he is legitimately having fun and who is dancing because he is trying to impress women.

Most “beta” behavior is some type of “asking” or “giving.” Validating yourself to a woman (for example, by bragging) is BOTH asking and giving. bragging subconsciously feels like asking her to like you. Bragging is also giving – you are taking valuable time out of your day (or the party you are at) to tell her your resume, at no benefit to yourself. Women say they are turned off by bragging because it’s “douchey,” but the real reason they are turned off is that they “feel” you are emotionally invested.

Please note that it doesn’t matter whether you actually ask or give – what matters is how it FEELS to her. This whole mechanism of wanting to lose the negotiation is an evil, subconscious feeling - not a rational decision she makes. Most women wish they could just love the beta loser that loves them back. Whether something feels like asking or giving depends on how you do it. For example, guys get approach anxiety because it “feels” like they are asking the woman for something. You can reframe an approach, and make it feel like you are just an awesome guy talking to her. The things you do don’t have to make logical sense (why else would you approach a girl if not to ask and/or give??) but as long as they don’t “feel” like asking or giving they are good.

**How do I stop being emotionally invested??**

It is in your genes to want women (asking) and to provide for them (giving) so it is hard to not appear emotionally invested. The challenge is amplified by the fact that most of what you do is controlled by your emotional, subconscious brain so you may ask and give without even realizing it. For example, if you can’t stop staring at a hot girl your staring may FEEL like “asking” in her mind. Even hanging around her in an awkward way can “feel” like asking.

It's intimidating to think that you can fuck it up by such subtle and meaningless actions. But the
flipside is also true – because women’s emotional antennas are so finely-tuned, you can build attraction by small gestures. You can also re-frame situations so that you are doing the exact same thing but do not “feel” like you are asking or giving.

There are two ways to not appear emotionally invested: The first is to be an Oscar-award winning actor and memorize a script telling how you to act in every single situation. This is incredibly difficult because in every moment you must override your natural emotions and make sure every detail of every action is perfect or else it will slip out that you are emotionally invested. This is why some PUA guys spend hours in front of a mirror practicing smiling and other stupid shit. I’m not even sure if this method is even possible.

The other way to not get emotionally invested is to truly, deeply, from the bottom of your heart, not give a single fuck about her. To get to this point, you must feel pure joy, pure awesomeness, and a pure version of any other positive emotion you need. All of this must be totally unconnected to the woman. When she is around you, she has to feel like your emotions are primarily directed to things that are not her. I wrote an article earlier about how as a man you need to be “appreciative” of the world, just taking in the wonder of the universe constantly. You have to almost be in this weird, psychedelic, irrational state, where you are having an awesome time with her but if she stepped outside and got ran over by a bus it wouldn’t affect your night at all. It’s weird, but our emotions are weird.

It is imperative that you have a mission, enjoy it deeply, and passionately stick to the mission no matter what she says or does, even if it means losing her. She may become more attracted if you make it clear you pick the mission over her. You must do this on a macro level (i.e., you must have a mission in life), and on a micro level (every time you hang out with a girl, you must have a plan for your night or the date). She is literally just along for the ride. In reality, of course, you may not care what you do on a date – you just want to hang out with her. But that is the definition of emotional investment! Even if you really don’t care, you must have a plan to make her “feel” like you are not invested in her. Remember the famous quote “idle hands are the devil’s playground”? The same principle applies here – if you are hemming and hawing and just “going with the flow” you may be tempted to fixate on her as the mission and then ask and give. Also, beautiful women are used to every single man they interact with asking and giving, so they will just “assume” you are asking and giving too unless you make it clear that your emotions are directed elsewhere.

**How to act**

It seems like I have created a paradox: even if the woman is totally attracted to you, it would seem very difficult to escalate or to get her to do anything if you don’t ask for anything or give her anything. That’s correct – you need some creativity to be able to “game” women using this paradigm because it eliminates a lot of the typical shit guys do to get girls to like them (buy them drinks, etc…). Please also take all this with a huge grain of salt because the real world is not easily reducible to simple rules and slogans. Obviously, it’s impossible to never ask a woman for anything or give her anything. Even talking to her is “giving” her something – your time and attention. The key here is to just be cognizant of the fact that the woman wants to lose the negotiation – the woman wants to be the asker and the giver – it is in her genes. Also, it is ok to emotionally invest in her (a little) if she invests in you – you just need to make sure the score is tilted in your favor. If she is buying you drinks all night, it would be weird if you never bought her anything.

It is actually easier to escalate when you are not asking or giving because you are not flipping the
switches in her subconscious brain that make her lose attraction or feel “trapped” or “under attack.” You can still do a lot without asking or giving: laugh, share stories, have a deep conversation, touch affectionately. You will also be able to act a lot “nicer,” because your niceness will not be attached to submissiveness and supplication.

The steps to escalation, oversimplified, are as follows:

1) She sees you be awesome.

2) She starts to “like” you so she does things for you UNPROMPTED by you.

3) Now that she has “invested” in you, in turn you can “accept” her and escalate.

Because feelings trump reality and logic, you can “ask” girls things (why would you ever give??) without it feeling like asking. For example, if I’m wingmaning for my friend, I will ask his girl if she wants to go to the next bar with us. This way, she doesn’t “feel” like he is asking her. It’s a stupid trick but it helps.

Warmth

All of this may sound cold and Machiavellian, and it is, because human beings have evil subconscious emotions. But all of this falls apart if she realizes you are playing games or are doing this shit on purpose. The fact that you are scheming to fuck her will subconsciously trigger her feeling that you are validating yourself to her. Furthermore, society has taught women that men who play games are assholes. Women also genuinely do not like aloof, arrogant and weirdly standoffish men. All of this Machiavellian calculation must be done beneath a façade of extreme warmth and friendliness. A true master never looks like he’s trying to be “alpha.” He just enjoys himself. Even if a woman tries to act shitty a master acts friendly because nothing that she can do can hurt him.

Furthermore, your efforts to ensure that you win the negotiation must be done very diplomatically so as to not hurt her feelings. She does not realize that her subconscious emotions make you do things that are “mean” so you must minimize the effects of those actions.

Because not asking and giving are so hard, and when a guy successfully stops asking and giving his results are so much better, a lot of guys advocate “ignoring” women. This advice is ridiculous. If you completely “ignore” her then you’ll never see her again. When these guys say “ignore” women, they really mean “show that you are not emotionally invested.” But having a happy, cheery disposition also shows emotional divestment. “Ignoring” runs the risk that she will think you are playing games or are actually not interested.

Love

A lot of regular beta buys would try to reject this advice by thinking “I am not doing things to get anything from her, but because I love her.” This is a mistake caused by the modern idea that love is just an emotion or a series of emotions. True love is something much more transcendent than any material thing or emotion – in my opinion, love is the rational pursuit of WHATEVER IS BEST FOR HER. Pursuing what is best for her is different from what makes her feel good. Under my definition of love, the presence of an “alpha” male is better for a woman than any little trinkets he can buy for her or favors he does for her. Under that definition of “love,” she MUST lose the negotiation.
Here is, in my opinion, all you need to know about game.

The theory

The #1 biggest mistake men make is that THEY TRY TO GET GIRLS TO LIKE THEM. Trying to get girls to like you fails because you look like you are validating yourself to her, which is incredibly unattractive.

Women aren’t attracted to men who try to get them to like them. Women are attracted to men who are living awesome lives and “allow” the women to participate. That’s why self-amusement is the key.

To “game” a girl, the conversation should be amusing at some level. Of course, sometimes a girl will fuck you if the conversation is boring and stupid (for example, if she is just incredibly attracted to you), but usually it needs to be amusing, at least at some level. There are 3 main ways the conversation can become amusing:

1) She amuses you.
2) You amuse her.
3) You amuse yourself and she participates.

Number 3 is what you should do.

Number 1 is great, and that is usually where you want to end up eventually. But when you first approach a girl, she has no reason to amuse you – she doesn’t know you. Women are rarely swept off their feet by a guy’s looks. Putting pressure on her to amuse you will fail.

Number 2 is poison. You trying to amuse her will fail because it will immediately look like you are validating yourself to her. And validating yourself to her fails for several reasons:

1) It takes away your power because you are supplicating to her. It’s a sad fact of life, but human beings are attracted to power, and if somebody supplicates to you they are indicating that they have less power than you. Billionaires are usually pretty powerful but if a billionaire came up to a stripper at a party bragging about how much money he had and trying to impress her, ON AN EMOTIONAL LEVEL, the stripper would feel like she had power over him. She would think “why does he want to impress my poor ass so much? Can’t he get somebody else? Maybe being a billionaire isn’t as awesome as I thought it was.” Etc... Women want to be led, not to lead, and if your life is not as awesome as theirs, why would they follow you?

2) It puts pressure on her. Validating yourself to a girl says to her “I want you to like me.” It logically follows that if she doesn’t like you, you will feel bad. That’s pressure on her. She will remember all the guys she rejected that became mopey and sad and stalkery. But if you’re self-amusing, then she can’t reject you even if she wanted. If you’re at a bar, and a guy runs by you and yells “I just won the lottery” you can’t “reject” that guy.

3) It’s disingenuous. How can you amuse somebody if you aren’t also amused? It’s like trying to tell somebody a joke you don’t think is funny or pretending you to cry if you’re not sad. Unless you are an Oscar-winning actor, she’ll see that you’re being fake. And if you seem fake, then you will look manipulative. That creates a bunch of weird, defensive emotions in her.
Imagine your favorite heavy metal band comes to town and you go see them. You are in the crowd, having a great time, and the band is killing it. In the middle of the concert, however, the lead singer sees you in the crowd. He stops the show, looks you in the eye and says “what song do you want us to play?” You look around. Who? Me? “Yeah you, what song should we play?” You yell out a song. “What style would you like it in? We normally play metal but we’ll play whatever you want.” You say “blues” just to fuck with the guy. They can’t play blues, but the lead singer says they’ll true anyway. The guy keeps going. Do you want me to wear a weird outfit when I play it? Want me to buy you a drink? Then the lead singer finally says “I just want to make you happy, man. I just want you to like us. That’s all I care about.”

How would you react? You would feel weird and a lot of pressure for being singled out and pressure to “like” the band after they tailor the show to you. You would think it is stupid to ask for instructions on how to play because they are the experts and not you. You would ask yourself questions like “Why are they singling me out? Why do they care what I think? What’s wrong with this band?” And of course, your answer to all of their questions about how to play their music would be the same: “just do your thing.”

That’s an extreme example, but that’s how girls feel when you try to get girls to like you. But it’s even worse when you validate yourself to girls because you aren’t a famous band they already like. You’re just some dude.

**Self amusement vs. Validation vs. Interest**

So what does it mean to self-amuse? You need to think that you have in your possession everything in the universe that can make you, her and any other woman happy beyond their wildest dreams. Of course, you may not – she may be looking for a billionaire or a 7 foot tall black guy with a 23 inch dick and you will never have that. But when approaching you should act like you do.

Here is an important point: you can still show interest in a girl but not try to validate yourself to her. Those are different things. “Showing interest” is saying “hey I like you” or “I think you’re attractive.” Validating yourself is saying “I want you to like me.” It’s a subtle, but important difference.

Showing interest is always great. Compliment girls wherever you go. Tell them they’re hot. But don’t validate yourself. The message you should be sending is “I think you’re hot and possibly a candidate, but I’m not going to do anything to ‘get’ you.”

Women can tell, on an emotional level, whether you are self-amusing, validating yourself, or showing interest. They can tell based on your body language, tone of voice, eye contact, etc... If I walk into a club right now, I can tell which guys are dancing because they enjoy dancing and which guys are dancing to impress girls. Or if I see a guy talking to a girl asking a bunch of stupid interview-y questions I can tell he doesn’t really give a fuck about the answers; he’s just hypnotized by the pussy.

**The practice**

**The approach**

Here’s how you approach: Walk around the club/bar/party/anywhere and make eye contact with everybody you see. Then when you see a girl you are attracted to, walk up to them and say WHATEVER IS ON YOUR MIND AT THAT MOMENT. The only things you are not allowed to say are 1) something that will be obviously stupid or offensive to her (like “nice tits, baby” or “Hitler
was right”) or 2) anything where you are validating yourself to her.

Some successful lines I have used in just the past month: “hey how are you?” “dude I like those sneakers,” “did you see those guys fighting outside?” “you are way too hot guys for the guys you are with,” “yo,” etc...

These may sound like typical, boring things to say but the difference is that I am not saying them with the emotional undertone of validation; I am saying in the emotional undertone of self-amusement and very mild interest (your interest has to be mild at first or else you seem weird).

For the initial conversation, you need to self-amuse because, as I said earlier, she is not going to go out of her way to amuse you yet. Self-amusement can be done in a manner of different ways. Talking about something funny or interesting that happened to you, asking her questions ABOUT THINGS THAT ARE AMUSING TO YOU, or just saying anything you think is funny, weird, wacky, fun, etc... I’m not going to feed you a bunch of lines or routines like the PUA books because reciting a script to get girls to like you is the definition of validating yourself.

The conversation

After the initial self-amusement, hopefully she becomes amused by too and wants to join. Then you let her amuse you. That should be the jist of the interaction: her trying to validate herself to you by amusing you. Ask validation-y questions. Are you single? Where are your friends? If she says she’s smart or funny, I might say something like “prove it.” Etc... You may say “durr, women aren’t amusing.” Yes they fucking are. They’re not amusing to most men because most men are spending their time trying to validate themselves. Every woman has some interesting shit going on in her life. Get her to talk about it. And here’s the best part: if she’s not being interesting, you don’t need to talk or get the conversation going again. Just lose interest ... she will realize that she fucked up by not being interesting enough, and she will want to make up for it by gaining your approval again.

Of course, it’s important to show interest, to make eye contact, smile, to not be an asshole, etc... Don’t forget the normal rules of social interaction. And even though you are self-amusing, you obviously shouldn’t drone on about shit she doesn’t care about. If I see an awesome documentary about dinosaurs, that’s probably what I’m going to be talking about with the next woman I see – but if she doesn’t care about dinosaurs I drop the subject. The ideal situation is one where you are both amused together.

Easier said than done

All this sounds pretty simple, but it is incredibly difficult for most men, including me, because we are trained from our early days that it is the man’s job to “court” the woman by impressing her and doing things for her. It’s even in your genes: we are wired by evolution to manipulate people into liking us and doing things for us. We are also wired to give things to women (see old men that buy porn stars stuff and get nothing back). Studies have shown that babies as young as 8 months will “lie” (by crying when they don’t need to) to get what they want. You need to reject this programming and become totally self-amused. You will want to revert back to supplicating and asking for validation, but you need to be almost sociopathic in your lack of concern for what she wants.

Another challenge is that you have to actually have confidence in your own thoughts and emotions. A lot of guys make conversations all about the woman because they don’t think the woman cares about what they are thinking or feeling.

Approach anxiety
Approaching women with this mindset kills approach anxiety. Here’s why: approach anxiety is a fear of rejection. You fear rejection because you are walking up to girls and trying to validate yourself. In other words, you are going to up to girls and saying, in effect, “please like me.” Of course, it will sting if she says no. But if you don’t go up to girls to validate yourself, you can’t get rejected, and you won’t feel approach anxiety. Again, this is easier said than done.

Shit tests

One way to look at shit tests is that it’s a woman checking to see if you are truly self-amused or if you’re just putting up an act. Or as one girl told me “I’m checking to see if you a bitch ass motherfucker.” She doesn’t want to enter your life and realize it was all smoke and mirrors. The way to handle a shit test is to smile as big as you can and let her know that you’re having a fucking blast and nobody can stop you.

Last weekend I was talking to a girl at a bar and we were both sitting on stools. Her friend, who was kind of drunk, came up and started talking to me and said “let me sit on that stool, it’s my birthday and that’s my friend.” With the biggest smile on earth said, “of course, I would love to let you sit on this stool and hang out with your friend. Unfortunately, I just got a drink and I’m enjoying it. I’ll be leaving the bar in about 20 minutes. Maybe then I’ll get up!” We keep talking and 20 minutes later she says “I want to sit on that stool” and I said “sure, but not right now.” She then start pushing me off of the stool. With a huge smile, I said “honey I’m sitting here right now. I like talking to you and I think you’re pretty, but if you try to push me off the stool I will call security and have you thrown out of this bar.” She said “really?” and I said “yes, really.”

I fucked her that night.
How to accept harsh truths
April 12, 2017 | by Woujo | Link | Original Link

One of the problems with the self-improvement world generally is that a lot of the motivational stuff oftentimes veers into delusion and outright falsity. The "cult" of staying positive has gotten to the point where you can’t say girls care about looks or money without somebody being like “nuh uh, you just gotta act alpha. I’m ugly and I fucked a model once.” Shut up. No matter how “alpha” you act very few 10s are going to get with an ugly guy living in his mom’s basement unless they are super desperate. However, I have learned that one can be happier and more successful if you accept the harsh truths. More importantly, every harsh truth has a fact in it that should make you more confident. Here are harsh truths and how you can use them to your advantage.

Harsh Truth: Tangibles matter

Looks matter to women. Money matters to women. How you dress matters to women. How tall you are matters to women (a lot). If everything about 2 guys was the same, and one guy was taller, most women would pick the taller guy. Sorry, but it’s true. Of course, women also care about personality and game, but anybody who denies that tangibles matter is either 1) lying to you so they can sell you some overpriced PUA bullshit or 2) has some serious problem with their ego and need to feed it crazy lies. Even worse, a lot of women are impressed by tangibles that are fucking stupid, like tattoos, or dressing like a hipster, or being a “bad boy” (dealing drugs, having a silly haircut), or being in the “celebrity” world somehow.

Now, I will admit that looks and stuff are not as important to women as they are to guys. Women look for a lot more different variables, so a lot of times ugly looking guys can get women if they are also smart, successful, have game, etc... And a lot of guys with good tangibles psych themselves out by assuming that all girls only want rich dudes with yachts when that’s not the case. I will also admit that when approaching that you shouldn’t worry about your tangibles or lack of tangibles and just sarge ahead. So one should keep a healthy perspective. But don’t act like tangibles don’t matter. They do.

Also, guys should not be mad that tangibles matter to women. You like big asses, a pretty face and big titties, right? So don’t be mad at women for liking stupid shit too. I know tons of guys that would turn down a smart, intelligent, good woman for a dumb, crazy asshole so long as the asshole had tig ol bits.

Why you should be happy

Once you’ve accepted that women are impressed by tangibles you can do two things: 1) work on improving your tangibles and 2) disconnect your sense of self-worth from whether women like you. You can’t control how tall you are, so if woman are going to go after tall guys, you should stop feeling bad about yourself for not getting women. Focus on being the best version of you that you can be, and if women like you, great. And if they don’t, who cares? They want something stupid anyway. Tons of women ruin their own lives by chasing guys with stupid tangibles; don’t get mad at yourself for not being one of those guys.

Harsh Truth: Some women just won’t like you

Sometimes you can be “perfect” for a woman on paper and she still won’t like you. You can look good, your game may be on point, do everything by the PUA book, but still, nada. That’s fucking ok. Some women want a very particular thing, and you are not that thing. A few times I’ve gotten rejected by a girl and later in the night, I see that same woman with a huge black guy dressed like a gangster, something that I am totally not. I don’t get mad because I realize that she just likes big black guys and I can’t be mad at myself for not being that. Of
course, with good enough game, you can probably get any woman for at least a short amount of time, but honestly, how long do you think a nerdy computer engineer is going to keep a model that wants to fuck celebrities around?

The upside of this rule is that sometimes women will like you and you’ll be surprised. I’m a nerdy Middle Eastern guy, which means that a lot of women say “no” to me right off the bat (of course, I can convince them otherwise, but I usually don’t bother unless they are something truly special). But the weird thing is that there are some women that really like nerdy Middle Eastern guys. I’ve banged models and Playboy playmates just based on the fact that they like brownie. I even have a lot of Jewish girls that dig me because I’m the “enemy.”

What’s worse is that some women that don’t really like you will jerk you around to fill their own loneliness or until something better comes along. If you’ve been getting fucked with by a woman for a while, you should consider that she just doesn’t give a shit about you. She can get to know you, see you at your best, and you can do a great job, but at the end of the day, she still may not give a fuck. Once you accept that, you can get out of shitty relationships.

**Why you should be happy** You should be happy that some women just won’t like you because now you know that if a woman rejected you, it’s not because of anything you said or did or because something is wrong with you. She just may not like you. Just focus on improving and doing the right thing and don’t let individual rejections get you down.

**Harsh Truth: Some people are just broken** Every guy has at some point been in “love” with some woman who treated him like shit or started off nice and then she “suddenly changed” or cheated on him out of the blue even though it seemed like she loved him too. Those relationships really fuck you up because you are constantly thinking about why she is doing it. Here is the truth: sometimes people are just broken and there isn’t shit you can do to fix them. I don’t care how much you love Lamborghinis, if a Lambo crashes into a tree, you can’t drive it anymore. Period. And unlike Lambos, it is much harder to fix people because they are complicated and a lot of times don’t want to be fixed. If somebody is broken it usually takes years of therapy to fix them, if they are fixable at all. Worse than people who are damaged are people that are just trash. At least damaged people have some hope and ambition, trashy people are just always going to be lazy, trashy pieces of shit that will never accomplish anything. The fucked up thing about trashy people is that sometimes they can dress up nice and convince people they are not trash.

**Why you should be happy** Easy: instead of obsessing over them, just cut them loose and save yourself tons of headache and heartache. There are guides on the internet about how to find out if a person is damaged. Read them and cut loose any girl that is damaged that is hurting you. Of course, its fun to fuck crazy bitches every once in a while, but just know what you’re dealing with.

**Harsh Truth: Women aren’t rejecting you, they are rejecting your appearance** This one is self-explanatory. I went to a very exclusive party hosted by Usher one night in Miami. I approached a lot and quickly realized that every single woman there was receptive to my advances, even super-hot models and stuff. My outfit and hair were nothing special, and I realized that a big reason women were digging me was because I got into the party in the first place. Just getting in made them think that I was somehow important in the entertainment or music world. I wasn’t – I was a college student who got in because my friend who was a huge Miami ho and had a lot of connections, but I still had the APPEARANCE of being somebody, and that’s what mattered. I ended up banging a really hot model that night. Meanwhile, there have been nights when I go into a shitty dive bar and get rejected
by the fat girl sitting by herself because to her, I’m a nobody. It’s ok. It’s part of the game.

**Why you should be happy** It’s a sad truth that women judge you by appearance. But the upside is that once you get rejected, you know she didn’t reject “you,” but your appearance, which may not have been on point. So there is no reason for your ego or self-esteem to feel hurt. And more importantly, putting together a good appearance is pretty easy. Cut your hair, put some gel in it, dress like you’re rich, wear a crazy tie, and get into the VIP section of wherever you’re at. That’s really all you have to do.

**Harsh Truth: People think in stereotypes** Middle Eastern guys are smelly, creepy, terrorists. Black guys are violent, aggressive thugs. Asians are weird nerds with small dicks. None of those statements are true. But they are common stereotypes and people think in stereotypes and you can’t pretend otherwise. It’s just a fact about our society. If you are a black guy and you walk into a club full of white people dressed like you’re in a rap video, most white girls there are going to ignore you unless they have some weird thing for black guys. If you’re a middle eastern guy and you show up with a weird unshaven beard smelling musty with a striped polo shirt with some khaki pants that don’t fit, you’re going to look like every other weird brown guy in the club. Yes, it’s unfair and racist and fucked up and unjust, but that’s the world we live in.

**Why you should be happy** The fact that people think in stereotypes is a GREAT thing for minorities, because all you need to do to stand out is break your stereotype. If you’re a middle eastern guy, dress like a redneck. If you’re a black guy, dress like a preppy nerd. If you’re an Asian, dress like a frat brother. By breaking your stereotype, you immediately stand up and make women want to “figure you out.”

**Harsh Truth: People think in stereotypes** Everything you learn about relationships and dating in movies, pop culture and literature is wrong. This post isn’t long enough to go into all the details, but just know that if you rely on those things to tell how you to act, you will die alone with your dick in your hand.

Why you should be happy: 99% of guys still believe in the rosy, bullshit picture of relationships portrayed in pop culture, so you have an advantage over those guys.

**Harsh Truth: Everything and everybody is fake** Go to any fancy bar in any big city. You will see lots of pretty women in nice dresses. They look rich, right? About 30% of them are hookers, guaranteed. We live in a world of appearance, and that means that everything and everybody is fake. Anything that anybody ever tells you might be a lie. That girl at the club with banging tits? They’re fake, and she is wearing a dress to emphasize her tits because her ass sucks. Also, she probably has a coke problem and severe mental issues. That sweet, innocent girl that you want to marry? She has probably gotten gangbanged by a Mexican gang. The appearance that people put out is purely a show.

**Why you should be happy** There is no real upside on this one. It’s just something you have to navigate.
How to not become emotionally invested in women

April 12, 2017 | by Woujo | Link | Original Link

I hate it when people try to oversimplify pick-up, but if I had to boil down pick up into one principle every man should understand, it is this: The woman must be more emotionally invested in you than you are in her at every stage of the relationship. I call this the IRON LAW OF SEDUCTION.

Understanding and correctly applying this law will solve 99% of the problems men have with women. She’s not responsive to your advances? Not emotionally invested enough. Not returning your calls? Not emotionally invested enough. Flaking? Not emotionally invested enough. On the flipside, as a man, if you emotionally divest yourself from girls, you solve most your own problems. Outcome dependent? You are too emotionally invested in getting laid. Approach anxiety? You are too emotionally invested in the success of the interaction. Neediness and desperation? You are emotionally invested in getting girls. Suck at conversations? You are too emotionally invested in getting laid and can’t just have a regular conversation.

Emotional investment is subconsciously communicated and women evolved to sense it. One guy can talk to a girl all night without her feeling like he is emotionally invested, but another can talk to her for 2 seconds and get auto-rejected for being too invested. Of course, a woman may talk to you, hang out with you, fuck you, or even date you for a long time if she’s not emotionally invested because she’s horny, crazy, lonely, desperate, drunk, bored, want something from you, etc.... But if she’s not emotionally invested, you are on thin ice and vulnerable at any time to flaking or going cold.

What is emotional investment?

Emotional investment is occupying one’s thoughts and emotions. It is not the same as being interested or “liking” somebody. I “like” a lot of people but I don’t “feel” anything for them and it wouldn’t hurt my feelings if they rejected me or even died. This distinction is why women flake. Women “like,” get “interested,” and give their numbers to lots of guys, but if she is not at least a little emotionally invested she will not be motivated to get out of bed, put on her make-up, and come somewhere to meet you. Unlike men, women get invited to shit all the time by guys they “like” so they are not going to care about meeting you unless there is some emotional investment.

Think about emotional investment like this: like most men, you probably like Lamborghinis. But like most men, you probably don’t have one, and you probably don’t spend all day thinking about Lamborghinis and being sad because you don’t have one. But if I lent you a Lamborghini for two months and you drove it around, took care of it, showed it off to your friends, and got laid because of it, you would be sad when I take it back. It’s irrational, but you would get emotionally invested in the Lambo even if you weren’t sad when you never had one. Because you became attached to it and it gave you a sense of identity and power, the Lambo took up space in your thoughts and emotions, making you emotionally invested.

Emotional investment in people is similar. Being around somebody awesome and feeling like they “belong” to you becomes addictive like crack. An awesome man makes a woman feel special, loved, important, powerful, and cool. An awesome man is also fun, positive, confident, carefree, and dominant, easing the woman’s anxieties and insecurities. Being around an awesome guy is literally like a drug to women, and if they are around you long enough, they become hooked.

The Ben Franklin Theory
Ben Franklin, one of America’s founding fathers and greatest poonhounds, famously and counterintuitively discovered that if person A does something for person B, person A will like person B more. Most people would assume the opposite – if you want people to like you, you should do things for them, so person B should like person A more! Right? Wrong!

Person A “likes” person B more because person A has become emotionally invested. Maybe person A subconsciously expects person B to do something nice back. Maybe person A subconsciously see themselves as “beneath” person B in the ape hierarchy. Maybe person A is protecting their own ego – person B must be somebody special if even I did something for them! Or maybe the simple act of doing something for person B caused person B to enter person A’s thoughts and emotions.

Whatever the psychological mechanism, when a woman really likes you, she will WANT to do stuff for you, sometimes even aggressively, and she will WANT to emotionally invest while you fantasize about other things. When a woman really likes you is when you realize that needy, supplicating, validating behavior is not necessary. I have friends that are strippers, and their job is basically to hustle men out of money and to trick guys into buying shit for them. I don’t buy girls things, ever, (and I never, ever visit my friends at work) and I notice that when these strippers start to like me they buy me shit, clean my house, do me favors, etc... One night I even got into an argument with a stripper because she bought me 5 drinks in a row and she wouldn’t let me buy her a drink in return. That’s emotional investment.

The Woujo Theory

According to my corollary of the Franklin theory, supplicating to a woman, validating yourself to a woman, buying a woman things, following a woman around, allowing a woman to treat you like shit, and spending too much time trying to “help” a woman who doesn’t deserve it subconsciously will cause you to become emotionally invested in her and feel “beneath” her.

Sometimes guys will do loserish things, like let a girl treat them badly or repeatedly pursue a girl who doesn’t care about them, and justify it by saying “I don’t really care about her, I just want to fuck.” This is a bad idea, because even though you consciously think you “don’t give a fuck,” by pursuing her, you become emotionally invested, and by allowing her treat you like shit, you subconsciously re-wire your brain to feel like a beta male. Even if you didn't give a fuck before, now you do.

You can’t control how you feel, but you can control what you do. Where your actions go, your feelings will follow, and where feelings go, your thoughts will follow. If you do loser things, you will eventually feel like a loser, even if you consciously tell yourself you “don’t give a fuck.” If a hot girl tries to strike a Faustian bargain with you and let you fuck her in return for treating you like shit, you must reject that deal out of respect for your own mental health.

Your brain works by making connections, and when you focus your thoughts and emotions on something, your brain starts connecting that thing to other things in your brain, and that thing becomes “enmeshed” in your wiring, creating a deeper web that is hard to untangle. For example, if you date a really hot girl, your brain will start to associate her with sexual pleasure, or ego, or fun times, and other things you like, so when she dumps you, you will think of her constantly.

The definition of “not giving a fuck” is only keeping positive thoughts and emotions in your head, and cutting out people, places, activities, thoughts, media, etc... that are negative. “Not giving a fuck” is not about being cold, aloof, an asshole, or stupid, but by filing your thoughts and emotions only with positive things that deserve to be there.
Why is emotional investment unattractive?

Emotional investment is an immediate turn-off. It doesn’t matter why, but I can guess some reasons. First, emotional investment is unattractive because people are attracted to lives that are more interesting, exciting, higher, and better than our own. We just assume that somebody living a better life than us is going to be thinking and feeling about their awesome life, not us. If a woman knows she occupies your thoughts and emotions, she will assume your life sucks. She wants to fixate her thoughts and emotions on something higher, but if your thoughts and emotions are fixated on her, she’s back where she started.

For example, a girl that plays soccer will be attracted to guys that are better at soccer than her because they will appeal to the part of her thoughts and emotions that are invested in soccer. I’m not saying she will never become emotionally invested in a guy who is worse at soccer than she is - she may invest in a guy for other reasons - but the guy is playing with a disadvantage.

Second, emotional investment is unattractive because, simply put, emotions are bad and scary. Our society acts like “love” is an emotion and “our true selves” are our emotions, but that’s bullshit. Our value lies in what we can do when we are rational, what we’ve learned in our life, what we know how to do, and what we strive to achieve and be when we are clear-headed. Emotions are temporary and fleeting; but true love is a rational, credible commitment to your beloved's well-being. In his dialogue Phaedrus, the Greek philosopher Plato said that emotional love is a kind of madness – when things are going well, you are irrationally nice to the person out of proportion to what they deserve. When things are going badly, you are irrationally nasty to the person out of proportion to what they deserve. Women know that when you are irrationally nice to them you will eventually be irrationally shitty.

Most of our emotions are selfish, irrational, unrealistic, uncontrollable, and oftentimes downright evil. Emotions are fundamentally needy: they always want something, even if the “want” is to help somebody. If you see a beautiful woman and think “I like her, and I want to make her happy and do nice things for her,” you’re lying to yourself. You want things FROM her. You want to fuck her, use her for an ego boost, have your friends see you with her, and make yourself feel better for being a “good person.” You don’t want to see her run off and be happy with another guy, you want her to be unhappy with you. When you show emotion women subconsciously know you want something and that puts pressure on them, and they run away. Women sometimes will hang out with guys they don’t like or aren’t attracted to in any way, just because those guys are not emotionally invested and are not putting any pressure on them.

When you become extremely emotional, you fantasize about getting your beloved back or hurting them for the wrongs they did to you, you stalk them, you act weird, you feel depressed, you can’t function, etc… Love songs glorify these feelings, but these are not healthy feelings. They are signs of weakness. Women have these feelings things too (oftentimes much more deeply than men), and they know it’s a scary pit to be in, so if they sense for even a second that a man is feeling these things (or is even just slightly beginning to feel these things), they run away immediately. Women want an emotional rock. They want the lifeguard on the edge of the pool pulling them out, not somebody drowning with them.

Women also take longer to get emotionally invested in men than men take to get emotionally invested in women. Men evolved to seek “fertile” women (big ass, big tits, healthy face) to impregnate as soon as possible. Women, on the other hand, evolved to find the strongest man in the
tribe that could protect her and her baby, so they seek a larger group of traits, many of which are long-term traits (confidence, dominance, emotional stability, intelligence, etc...). It takes a woman time to figure out if a guy has these traits but a man can immediately be attracted to a hot girl. In every man-woman relationship there is a period of time where the man is emotionally invested, but the woman is still “rational” and feeling the guy out. Many men fuck it up here – they start acting creepy, or weird, overly nice, overly fixated, and the woman, who feels nothing, thinks the guy is weird or worse.

Of course, emotions are a part of life and can be beautiful if channeled correctly. But you shouldn’t show your emotions to a woman until she has also developed those emotions.

Third, emotional investment makes you stupid and saps you of your vitality and awesomeness. Tons interesting, smart, funny, cool, successful guys become vacant shells of their normal selves around women, partly because their thoughts and emotions are empty of everything that makes them awesome. If you are deep in a game of chess and I try to have a conversation with you about quantum physics you will sound stupid because your thoughts and emotions are full of chess. Seduction requires intelligence and creativity, but if your thoughts and emotions are just “duuuuuuuuuuuuuuuuuuuuuuuuuuuu, she’s a pretty woman” you’re going to fail. Because women are “rational” longer than men, they want to have rational, intelligent conversations about interesting shit.

Another reason is power. It’s a sad fact of life, but humans are wired to look at relationships in power terms. We subconsciously rank everybody in a particular social situation from least to most powerful. Women are much more aware of the power dynamic because they are generally less powerful than men. And unfortunately, we subconsciously see emotional people as lower in the power hierarchy.

The German philosopher Friedrich Nietzsche said, correctly in my opinion, that individuals higher in the social hierarchy do not feel emotions for people lower than them. The lower ranked apes evolved to obey and be obsessed with the alpha male because they need his protection and resources, but the alpha male feels nothing for the lower ranked apes because he does not need them for anything.

Most importantly, women are not attracted to emotionally invested men because women are attracted to RESILIENCE. Resilience here means “the ability to confidently pursue your goals and not let anything or anybody perturb you.”

Women are attracted to resilience because they naturally want a protector, and a protector’s commitment is only credible if he cannot be thrown off of his mission, whatever that mission is. If a protector becomes emotional, dishonest, distracted, or submissive, he can no longer be trusted to protect. We subconsciously see emotional people as weak because they can be easily controlled. If a guy is emotional about a girl, he is likely to agree with whatever she says, let her get away with bad behavior, etc…

If a protector wavers for even a second, the woman becomes anxious and fearful, but a confident man with boundaries is not scared and cannot be thrown off of his mission. You must be a brick wall that cannot be moved or affected: if you approach her or escalate with her, it is purely based on your own desire, not her cajoling. At every moment you should think to yourself “am I doing this because I want to or because I am trying to impress her”? Sometimes you need to monitor her emotional investment on a moment-by-moment basis.

**Subconscious communication**

Women can quickly sense by your body language, words, demeanor, tone of voice and actions whether you are emotionally invested. Neither you nor her may consciously know you’re invested,
but you will just “feel” unattractive to her. Sometimes very subtle changes in behavior (staring too long, asking a question that is too intrusive too early) can tip off that you are too invested.

I use the “gravity theory” to gauge emotional investment. In social settings, high-value people are “bigger” and therefore “draw” lower-value people to them. If you look at any party, you will see hot girls usually in the center, relaxing and having fun, and guys literally surrounding them like planets around the sun. There is a reason these guys are called “orbiters.” If the girl gets up to leave, the guys may play it cool for a while, but they then get up to follow her. Your ultimate goal is to become the center of gravity so women are drawn to you, not vice versa, which is hard, because as a man you must approach. But even if you approach your demeanor and body language can exude the message of “I am the center of gravity, and I create a rip in space-time that compels you to come to me.”

The subconscious subtext of an interaction is 99%. For example, the sentence “can I buy you a drink” can have a wide range of subconscious meanings depending on the tone, body language, context and emotion I deliver them in. “Can I buy you a drink” can mean “I want to fuck you,” “I feel like I owe you something and I want to pay you back,” “I’m a generous guy and I like to just people free things,” “you’re a good friend, and I want to show my appreciation,” “I’m a loser and I want to make you like me by buying you things,” etc… What matters is not your superficial words, but your subconscious context.

Because seduction is mostly subconscious, I can’t teach you every detail of the walk, speaking style, body language, demeanor, etc… of a guy who is not emotionally invested. Even if I did, it’s too much for you to remember and process. I even doubted the efficacy of writing this article because it’s incredibly hard to “fake” an emotional state for a long period of time and most people will go back to behaving like what they feel they are.

The paradox of escalation

So far it sounds like the right solution to get girls would be to just ignore them completely. You won’t look emotionally invested, right? Unfortunately, that doesn’t work. It is the man’s responsibility to approach and escalate because women do not get emotionally invested quickly and are afraid of rejection.

To get a girl attracted to you, you must show at least some initial interest and escalate, luring her into becoming emotionally invested in you. Magicians use a technique called “forcing,” where they trick the person into thinking they are picking a random card out of the deck when the person is really picking the card the magician wanted them to pick. Seduction is similar: she should feel like she is picking you, not vice-versa. You are just opening the door to her.

The challenge of seduction

Seducing a woman while you appear not emotionally invested is incredibly challenging. First, women’s aversion to emotional investment is mostly subconscious – consciously, women want the guy to show at least some interest. And it’s naturally hard to hang around a woman you like for a long period of time and not become invested to at least some degree. Beautiful women create a reality distortion field where men lose all concept of rationality, truth, normal standards of right and wrong, etc… You can say “you’re overthinking this, just be yourself,”, but women touch men’s strongest emotion, so many men literally forget how be themselves. When a beautiful woman walks into a nightclub a swarm of otherwise successful, rational, manly men immediately lose their fucking minds. They start begging for her approval, trying to buy her things, acting stupid, etc…

And like I said earlier, men emotionally invest quicker than women, so we must be patient because
our emotions push us to jump the gun and get right into lovey-dovey mode. And in non-romantic contexts, people become emotionally invested at the same rate, so you are used to the other person feeling the same as you if the interaction is going well. And when we feel emotionally invested in somebody, we naturally are going to want to elicit a positive emotional response. But trying to make a woman happy that is not emotionally invested comes off as validation-seeking, supplicating, bitch behavior. You must instead do what is RIGHT. A woman may seem cold, and we may think we can “warm her up” by being “nice” to her, but we should really just pursue our mission and have faith that she will emotionally invest even though she appears on the surface to not be attracted or care about you. Remember: women are constantly sizing you up, so even if they don’t look like they are attracted or paying attention, they are.

Seduction is a gamble because you must have faith that eventually the woman will start to emotionally invest, knowing she might not. Sometimes she just won’t like you. Sometimes she just wants attention. Sometimes she is in love with you but won’t let it on. Some women are damaged and never emotionally invest in anybody – they see all men as objects to be used. This is why you must assume attraction – because you DON’T KNOW.

How to not be emotionally invested

If you take away one thing from this article, it is this: a woman who is not yet invested in you must not occupy a big part of your thoughts and emotions. You must have your mind and heart on other things when interacting with women. Period. If she hasn’t made room for you in her head and heart yet, you shouldn’t make space for her in your head and heart. If you make this change right now, I promise your results will instantly improve. Women are the dessert to a good life, not the main course, and that’s how women should feel when you are talking to them. WOMEN WANT TO BE DESSERT.

Here are my main steps to not becoming emotionally invested:

1) Realize you don’t need to emotionally invest
2) Have an interesting and awesome life that occupies your thoughts and emotions.
3) Have “abundance mentality” with respect to women.
4) Have boundaries and be unperturbable.
5) Focus on your own fun first.

Realize you don’t need to emotionally invest

This may be the most important step. I think a lot of guys emotionally invest in girls because society and pop culture subconsciously make us think that for a man to get a girl, he must supplicate to her and emotionally invest in her. In the movies, the confident, successful guy living his own life never gets the girl; instead the winner is the beta loser who falls in love with her from afar, and then spends the rest of the movie trying to “get” her, enduring multiple rejections and humiliations. These movies also teach that women are delicate flowers that need constant coddling and lovey dovey bullshit. That’s not how it works in the real world.

Men also misunderstand women’s aversion to rejection. Women have a strong need to be “accepted” (as all betas do) and therefore are much more sensitive to rejection than men. The phrase “hell hath no fury like a woman scorned” is true. Dread game and “ignoring” women only works if she is ignoring you first. But if you outright reject her, or if she makes a move on you, or asks for acceptance, and you say “no” or she feels like you are ignoring her there is a strong chance she will
emotionally “un-invest.” Because women have this strong need for constant acceptance and validation, men mistakenly think they must emotionally invest. But all you really need to do is not reject her or make her feel excluded. It’s a thin line between keeping a woman “accepted” and emotionally investing in her.

To win this game, you should only do something for a woman if the woman would do it for you. If you want to buy her a drink, think about whether she would buy you a drink. If she wouldn’t, don’t. If she wants you to wait for her, think about whether she would wait for you. If she wouldn’t, don’t. If there is a girl you always say hi to, but she never says hi to you, stop saying hi to her. She knows who you are, she can say hi to you. It’s ok to “win” in relationships.

Again, this is easier said than done. Society and your emotions team up to make you feel like you need to follow girls around, wait for them, put up with their bullshit, buy them drinks, etc… You must fight your feelings and social training and have faith that if you stay the course women will become attracted. This requires the ability to say “no” to a woman (saying “no” is different than rejecting her) and the ability to walk away from her, even permanently.

**Have an interesting and awesome life that occupies your thoughts and emotions**

Humans are wired to seek good feelings. If the main part of our life is not making us happy (job, school, our hobbies), we get those good feelings from other sources: drugs, trashy TV, women, food, etc… All those things are not bad by themselves, but if your regular life doesn’t make you happy, you will overly emotionally invest in bad things and become addicted and depressed. If your life is miserable, you will subconsciously and unknowingly immediately start overly investing in women. I use the “cheese pizza method.” Whenever I feel like I’m getting too emotional, I fill my thoughts and emotions with something I love – cheese pizza, Oreo cheesecake, the day I did mushrooms at the beach, reading about dinosaurs stoned, etc... This clears my head and allows me to act “normal” around women. When I am thinking about doing something for a girl I ask myself “what has she done to dislodge cheese pizza out of my heart and mind?” You can replace cheese pizza with anything, ideally an incredible, thrilling life that she would want to join.

**Have abundance mentality with respect to girls**

No matter how awesome your life is, it is hard to not emotionally invest in girls. Abundance mentality is when your thoughts and emotions are full of other women, so you don’t need this one girl. If you don’t have other girls, you need to delude yourself. I recall times when I did have abundance and put myself back in that mental space. If you’ve never had abundance, imagine you are Brad Pitt or some other celebrity and think about how he would feel and act.

**Have boundaries and be unperturbable**

Women want you to be an immovable wall that confidently and joyfully pursues his mission. She will try to perturb you from that mission, not because she wants to see you fail, but because she wants to test whether you are actually a brick wall or a façade for something softer. The same way you knock on a desk at the furniture store to see if it is real wood, a woman shit tests you to see if you are actually confident enough to pursue your mission or if you will be perturbed. And the more confident and immovable you are, the stronger the shit tests become. This is true even if the mission is getting her! As long as she is into it, you need to escalate as if you already know she will say yes.

Your mission, when out, should be maximum fun. She should sense that your emotional investment is “where’s the party? Where’s the next fun thing?” You should have a plan for the entire night: I’m
going to X, then I’m going to Y, etc… You should not let the woman hijack your plans and take the lead. Your primary mission (career, hobbies, etc…) should also be in your head. Remember the song “girls just wanna have fun?” In truth, everybody just wants to have fun but boys are wracked with anxiety because they are trying to impress girls. Whenever you are feeling nervous, scared, anxious or like you are emotionally investing too much in a girl, just say to yourself “I’m here to have fun. If you contribute, great. If not, you are dismissed.” Fun and positivity always win.

Example: If a beautiful woman is talking about something incredibly boring most men pretend to be interested. Wrong! Women know when they are being boring and it is sometimes a subtle shit test to see if you will let her get away with it. Women are not desperate for sex and they do not need to hang around if a guy is being boring, stupid or mean, and they cannot respect or empathize with a guy who would put up with bullshit from her. Men let women be boring when they lose their vision of the good life. A good life involves beautiful women, but it also involves interesting conversations. If you aren’t getting interesting conversations from her, you would leave because you have options. Whenever a woman is being boring, I change the subject just to let her know I don’t tolerate bullshit. By having a vision of the good life, boundaries, and confidence that your life, thoughts and emotions are interesting and valuable, you can challenge and stimulate a woman. Women want a man that will help them grow and introduce them to a better life and more interesting world than the one they currently inhabit. They don’t want some a that agrees with everything they say, a pushover, or a simple-minded conformist. Women want a guy who is willing to walk away at any time, not because he is some cold-hearted psychopath, but because once a man shows that is he NOT willing to walk away at any time, there is no challenge or growth.

Of course, for most of you, this is very difficult. Many of you have uninteresting lives so a beautiful woman would instantly become the most interesting and important thing your life or you are so sex starved and desperate that you don’t care if a woman is being boring, or mean, or uninterested, or whatever.

**Focus on your own fun first**

Imagine you paid $500,000 to spend a week with Leonardo DiCaprio (or whatever celebrity you think lives an awesome life) and when you get there Leonardo says “tell us what we should do?” You would say “I don’t know, what are the options?” and Leo goes “I don’t have anything planned – let’s just do what you were gonna do.” You would be pissed! You want to become part of Leo’s awesome life, not make your own plan. That’s how girls feel when men don’t have a plan. They want to join your life, not lead you around in their life. That’s why you need to focus on your own fun first. You may like you are being rude or selfish, but you’re not, because women are more attracted to the act of leading than the destination necessarily.

**How to make her emotionally invest in you**

For a woman to emotionally invest in you, certain shit must happen:

1) She must “like” you – i.e., she must find you pleasant, friendly, good-looking, compatible with her values and interests.
2) She must feel an emotional connection with you.
3) She must feel accepted by you. If she you are rejecting her, ignoring her, or being hostile, she will not emotionally invest.
4) She must watch you be confident and resilient.
5) She needs to spend time around you.

**She must like you**

This one is self-explanatory. Women are usually not going to invest in you if you don’t share their interests, values, goals, etc… Some girls want a rapper covered in tattoos, others want a nerdy guy who watches Star Wars. If you’re a versatile guy with lots of interests, a lot more women will like you, but some people just aren’t compatible.

**She must feel an emotional connection with you**

The key to developing an emotional connection with a girl is experiencing emotionally exciting things together. The ultimate is of course, passionate sex, but a good concert, a deep conversation, even a beer pong game you guys play together can help build an emotional connection.

Another way to build an emotional connection is for her to vicariously experience your confidence. She wants you to be her emotional rock, so she would like to project her insecurities and fears onto you, and watch you brush them off as if they were nothing. She also wants to watch you take the lead and make the night fun.

A woman has emotional energy, and that energy must be directed towards something or somebody. You want that energy to be directed to you. The easiest way to do this is just by spending time around her. Just “being around” will help build attraction as long as you are not fucking it up by being needy or making her feel bad. The best way to get women to like you is to be “forced” to be around them, such as work or a group hangout, where you do not supplicate to them or validate yourself to them. My friend used to take girls out on his boat, and these girls would usually end up liking me by the end of the day because we would have spent all day together. Celebrities get so much tang because women watch them in movies or listen to their music and become emotionally invested, whereas the celebrity shows the women no emotional investment in all.

**She must feel accepted by you.**

Again, hell hath no fury like a woman scorned, so it must feel like the door to you is open. As she invests in you more, you must escalate more. You can fuck this up by being an asshole, not being sensitive to her emotions, and not reading her advances correctly.

**She must watch you confidently pursue your goals**

The word confidence comes from the Latin con (with) + fidens (faith). A man with confidence has faith that he will succeed in whatever he does and cannot be stopped by anybody. Women get turned by watching a man confidently pursue his mission. Why are women so attracted to DJs, promoters, and drug dealers in the club? Those guys aren’t exactly the “cream” of society. It’s because those guys are the only people at the club actually doing something. All the other guys are just sitting there drooling over the girls, instantly reducing their attractiveness.

**Putting it all together**

To apply all this knowledge, my strategy is to adopt a rational, almost businesslike demeanor, at least in the early stages of the interaction. As I said earlier, women are “rational” at the beginning before they are emotionally invested, so you should also be rational. A man must act almost like he is a woman: he is interested in a relationship (or maybe even just sex) but he has high standards and must evaluate the woman thoroughly first and make sure she is suitable before he gets emotionally invested. You should act like your actions are guided by a seduction computer that makes all the decisions based on the available information, not your emotions.
One technique is called “disinterested interest.” Your rational words should show interest and enthusiasm but you must communicate the “emotion” of “I’m just talking to you to be nice, I am not totally emotionally invested in you yet and I could walk away at any moment.” The best way to do this is by keeping your thoughts and emotions focused on something else, other than her. You should not, however, stay completely rational. You must allow yourself to show your emotions about things that are not her: your passions, your interests, your friends, etc… And you can show emotion towards her if she deserves it: laugh if she says something funny, thank her if she does something nice, sympathize with her if she says something sad: just don’t let on that you feel emotional about “her” unconnected to anything she is or has done.

And of course, escalate sexually. Paradoxically, it is possible to escalate sexually and not appear emotionally invested. In fact, a lot of women (especially damaged ones) are looking for emotionless sex. You must touch her, you must turn the conversation sexual, you must do “seductive” things like look into her eyes and whisper in her ear, etc… And you must confidently take the lead in the conversation and the situation in general, leading her from place to place, getting intimate with her, etc… And when she starts to emotionally invest, make her feel like you MIGHT emotionally invest too (but not as much as her). Sometimes if you play it “too” cool she will think you just like her platonically or that you lost interest.

A broader view

This article is obviously about getting girls, but the principles are applicable in all areas of your life. Simply put, you should not invest your thoughts and emotions into people, places, institutions, and activities that do not give a fuck about you and/or do not produce a return that equals the investment you put into them. One of the biggest mistakes people make is investing too much in their job, friendship, hobbies, etc..., and getting 0 out of it.

Additionally, whatever you do becomes your emotional investment. If you spend every weekend hanging out with piece of shit people that just do drugs, complain and make bad decisions, guess what, you are now becoming a piece of shit person. You are what you do.
Some thoughts for younger guys from a guy in his 30s

April 12, 2017 | by Woujo | Link | Original Link

I’m a little older than some of you (I’m 33) so I wanted to give you some thoughts from a little bit of an older guy. I usually don’t find these things useful because everybody’s life experiences are different, but I think it is important to have different perspectives.

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How to be confident

April 22, 2017 | by Woujo | Link | Original Link

The internet is full of articles and videos that supposedly teach how to be confident. Most of this shit is useless because confidence is an incredibly complex subject and takes sustained work to develop and maintain. There is no magic formula for confidence, and it can easily be lost. This article is my attempt, but don’t rely on it.

Confidence is a complex mixture of positive thoughts and emotions. Actions create emotions, emotions create thoughts, and emotions and thoughts together create action. The emotions-thoughts-actions axis can either be a virtuous cycle, each improving the others, or it can be a negative cycle, each making the next thing shittier. I seek here to explain how to create a virtuous cycle of confidence.

The first part of this article discusses confidence in general, and the second part discusses confidence in the context of getting laid.

I can summarize the main points of this essay as follows:

1) Confidence is faith that you will succeed at whatever you do. To have faith, you must see reality as governed by rationality and logic, and that all you need to do is use this rationality to achieve your goals. You must not see as reality as “out to get you.”

2) To become confident you must re-wire your brain’s reward pathways such that you feel excited when you see a new challenge, rather than anxious and despairing.

3) To re-wire your brain’s reward pathways you must continually undertake new challenges outside your comfort zone and succeed at them.

4) To power through challenges, you must feel joy.

5) To feel confident, you must not feel controlled by anybody, especially people your mind perceives as “alpha males.”

Confidence is faith

The word confidence comes from the Latin con (with) + fidens (faith) (literally “with faith”). In other words, confidence is faith you will succeed in whatever you try to do. Faith is a belief that something is true even if you don’t have “hard” information confirming its truth. If I knew for a fact that a girl liked me, and I approached her, that’s not confidence. If I approach a girl I already know likes me, I’m no more confident than a guy eating a doughnut because he knows it will taste good.

Obviously, it is easier to have confidence and faith when you have information to base it on. Everyone is confident the sun will rise tomorrow because it has risen every day of their life. But if you only base your confidence on things you are sure of you will live in a narrow comfort zone like most people do. Most people only feel “confident” if they already know they will succeed or if they’ve seen somebody else overcome that challenge. There are doctors who can do brain surgery but are deathly afraid to approach a woman in a bar. There are rock stars who can play a show in front of thousands of people but break a sweat trying to do their taxes.

But why have faith? Why should you believe you will succeed at getting rich, getting laid, and being happy if most people fail at those things and you’ve never succeeded at them?

Here’s why: Just having faith, by itself, makes you more likely to succeed. And the more faith you
have, the more likely you are to succeed. If that sounds like the plot of that dumbass book “The Secret,” it is. It’s also the foundation of many religions and philosophies. But there is a rational reason why this is true that doesn’t depend on God or magic.

Faith helps you succeed because the main thing that stops you from achieving your goals is your own emotions. Most shit is a lot easier than you think it is. Getting hot girls to fuck you? Becoming a billionaire? Brain surgery? That stuff is hard, but how hard is it really? For almost anything you want to do, there is a stupid, fat, douchebag somewhere that is awesome at that thing. There are literally millions of people that are dumber and lazier than you that easily do the thing that you think is so hard. Most of the time, the challenge is in your own mind.

A famous entrepreneur once told me that you can learn almost any business in 4 months. Malcolm Gladwell says you can become “world class” in any field if you do it for 10,000 hours, which is only about 4 years of working a full time job – not really that long to become the best in the world. As far as anybody can tell, the world is governed by rational rules that predictably operate based on logic. To succeed at anything, all you need to do is learn these rules and use them to succeed. Viewed this way, the only challenge is our own emotions: we get bored, afraid, distracted, impatient, anxious, intimidated, depressed, overworked, stressed out, sleepy, obsessed with the wrong details, lazy, angry, frustrated, etc… I call these the “despairing emotions.”

You can take any task, break it up into a series of little parts, put one foot in front of the other, and eventually succeed. All you need to do is be rational, be prepared, and put the time and effort in. Everything in the world works like this – there is no “magic.” Even “luck” is very limited compared to what we make happen. Usually when we think something is “too hard” for us, our despair is hijacking our rational brain and making us think thoughts that we believe are “rational” but are really justifications and expressions of our despair. When a heroin addict makes excuses to start doing heroin again, or when an entrepreneur decides to quit their business because it’s “too hard,” they think they are being influenced by rational thoughts, but really they are just being influenced by despair.

Faith and confidence overcome our weak emotions. We power through challenges because our “motivated” emotions outweigh our despair, or at the very least, our intellectual thoughts manage and control our despairing emotions so that they do not cripple us. Successful people feel excitement and pleasure at doing their work whereas unsuccessful people feel fear, anxiety, dread, boredom, etc… And humans are wired to seek good feelings, so when we feel depressed and anxious we quickly run to “fix” is our shitty feelings – drugs, alcohol, porn, and other distractions.

Every time you encounter a challenge, your brain subconsciously does a complex cost-benefit analysis. You calculate the chance of success and the good feelings that come with it, and weigh that against the chance of failure and the bad feelings that come from failure. If your brain feels like you are more likely to feel bad, your despairing emotions will cripple you and make you not want to do it. Of course, this is bullshit. Your brain usually has no idea what the actual chances of success and failure are, nor does it know how you will actually feel after you succeed or fail, so it’s complex calculation is based on feelings from the past.

Confidence requires rewiring your brain so that when it does the cost-benefit analysis, the “excited” emotions outweigh the despairing emotions. The easiest way to rewire your reward system is to succeed at things, so that, going forward, your brain feels like it will succeed again. But like I said, if you base your confidence on past successes you will never grow. True, ultimate, confidence is when
you have faith that you will succeed at ANYTHING you try, even if you’ve never done it and it is something most people would think is insanely difficult.

I’m not selling magic. There are some things you will never accomplish, no matter how confident you are. You can’t build a perpetual motion machine because it is probably impossible under the rules of physics. Most of you will never fuck Kate Upton, no matter how much you think you can. There is nothing wrong with thinking that something is impossible, or not worth the effort, or not the right thing for you at that time, but you must make that determination based on a rational calculation rather than your feelings. Most of what we think is impossible is actually very doable, we have just been tricked by our despair.

Sometimes we just do not have enough information to make a rational calculation, and we must leap into the darkness. My dad had a theory that stupid people were often more successful than smart people, because smart people did intelligent cost-benefit calculations whenever they decided to take a life risk, whereas stupid people just jumped ahead and took the risk. When we leap into the darkness we must have faith that we will succeed. We also need faith that if we fail we will be fine and that failure helps us because it lightens the darkness and gives us guidance for the next try. We also need a plan to land on our feet if we fail.

The rest of this article is dedicated to trying to teach you how to rewire your brain to feel excited about new challenges rather than scared. You can try to grit your teeth and fight your emotions 24/7, but you should also work to transform your emotions.

Faith and reality

Your goal is to re-wire your reward system so that you feel excited tackling any new challenge, even if it is outside your comfort zone. You need faith because you have no way of knowing for sure that you will succeed at any new challenge and without faith you will be crippled with uncertainty, anxiety and existential despair.

Faith is tied to your view of reality. Philosophers and psychologists have long understood that people have a tendency to subconsciously feel like reality has intentions like a person. People will feel like the world is out to get them, a small group of elders control everything, life hates them, they have “bad luck,” or they have “demons”, etc… It’s obviously stupid to say “I think reality has thoughts and feelings and hates me,” but that’s how a lot of people subconsciously think. I call this the “anthromorphization fallacy.”

I believe this fallacy comes from our ape mind. Apes evolved to obey the alpha male, because it is better for the tribe to have one leader rather than everybody doing their own thing. To enforce this obedience, evolution produced anxiety, which we feel whenever we feel like we are disobeying or upsetting the alpha male. Anxiety and depression are designed to “keep us in line” and make us feel powerless, paralyzed and weak whenever we want to do something that might offend the alpha male.

Human are apes with rational brains that magnify and distort our ape feelings. We can subconsciously see the entire “world” as an alpha male, and feel a generalized anxiety about everything. This is why some people are negative about everything, scared of simple tasks like driving, randomly freak out at small things, and just generally have dark thoughts.

Religion tries to fight the anthromorphization fallacy by pretending like “reality” is governed by God, which is essentially an alpha male that controls everything in reality and will be “nice” to you if you do some easy, meaningless rituals. I believe in God and I think it helps my anxiety. If you don’t want to believe in God, that’s fine, but at the very least you have to stop yourself from thinking that reality
has a mind and it wants you to fail. At most, you can rationally say that, aside from ascertainable laws (the law of gravity, \(E=mc^2\), etc…), reality is basically random and chaotic and is neutral towards you. And if you are currently alive and breathing, you have to admit that reality has been at least somewhat good to you.

Once you accept that reality is not your enemy, and may even be your friend, you can have faith that you will succeed at anything. Your despairing emotions will try to trick you into thinking you will fail, but they are irrational, often caused by the fear of some mental alpha male that may not even exist. How would your weak, human brain know anything about the nature of reality anyway? Many people, including myself, have realized the falsity of our despairing emotions after using psychedelic drugs, which chemically turn off our despairing emotions and make us feel like the universe loves us.

I’m not saying that you can simply turn off your despairing emotions by simply believing that reality is your friend. You can’t turn off any emotion that is rooted in your biology, any more than you can turn off your sex drive. But the first step in controlling a demon is realizing that it’s there and that it’s a demon. If you practice mindfulness, you will catch yourself being lied to by your despairing emotions and you will realize your thoughts are irrational.

I don’t want to overstate my case here. A subconscious cosmic alpha male is not the only source of despair. A lot of things can create anxiety and depression, and science has not even completely figured out those emotions. Anxiety can be caused by chemical balances, living in a dirty house, post-traumatic stress, bad life experiences, etc... But I believe that fear of alpha males, real and imagined, is a big source of despair for many people.

**Real alpha males**

People have a subconscious fear of the cosmic alpha male that controls the world partly because actual alpha males bullied them, made them feel inferior, and induced subconscious “beta” emotions. These guys include your father, your teachers, your coach, your pastor, the cool kids at your high school, the President of the United States, the Federal Reserve bank, the media, society, Brad Pitt, and famous celebrities whose art and persona is designed to make regular guys feel inferior. These are just regular guys trying to make it through life just like you, but their ego, selfishness, stupidity, negligence, and bad judgment has scarred your self-esteem.

These guys aren’t necessarily alpha males, but they felt like it to you, at least when they affected you. Their combined efforts have congealed in your brain to give you a fear of alpha males and reality in general. Women may have also made you feel emasculated, not because they wanted to emasculate you but because they were “testing” you to see if you were worthy of their delicious pussy.

All men fear some alpha male. The head of the Crips gang in Los Angeles is the “alpha male” of the thug/gangster world, but he subconsciously sees a nerdy banker as the alpha male because the nerdy banker makes much more money and lives a better life than him, and the Crip leader is too scared to go to school and try to compete with the nerdy banker. The nerdy banker, in turn, sees another group of men as alpha to him, etc…

A key to becoming confident is releasing yourself from the control that both real and imagined alpha males have over you. To do this, you must not give a single fuck what anybody thinks about you. Your actions should be governed by truth and a rational analysis of what is best for you, not your need to feel validated and accepted. The moment you care what others think of you, you constrain your behavior to gain their approval and feel despair when they deny it. And when you constrain your behavior, you show to yourself, them and the world that you can be perturbed and thrown off of your
mission. And if you can be thrown off of your mission, then you no longer have the ability to succeed at anything.

Many men link confidence to their tangible existence. A lot of guys say to me: “I’m not confident because I’m fat, or I don’t have enough money, or I’m awkward, etc…” That’s the wrong way to look at it. Your confidence should not be based on any tangible thing you have, but rather your inability to be controlled, because a man who cannot be controlled and can also obtain anything. If a woman said to you that she only feels confident when she’s wearing make-up, you wouldn’t think that that woman was confident: you would think that she is deeply insecure. A truly confident woman would be confident even if she was in a disfiguring accident that made her face look like ground beef.

True confidence is the intellectual belief and the emotional feeling that you are awesome just because you are you, and that you will succeed because you don’t care what anybody thinks, you can’t be controlled, and will not fall victim to despair. Confidence has its own intrinsic value: I feel confident because I know I am confident. I know I am confident because I don’t care what other people think, and therefore nobody can perturb me from my mission, and if nobody can perturb me from my mission, I am guaranteed to succeed.

**Happiness**

Happiness is both a result and cause of confidence.

As I said earlier, humans are wired to seek good feelings, so if you are unhappy your brain will get distracted and chase sources of cheap happiness (TV, women, drugs, trashy internet, etc...). Your goal is to get your “happiness” from accomplishing your goals and defeating challenges, rather than cheap happiness. If you face every challenge with joy, you will be more motivated.

You may be a fundamentally unhappy person. Maybe you’re depressed, or anxious, or have had a hard life. But there must have been at least one time in your life when you felt joy. If you can induce that feeling in yourself when you are pursuing your goals, or at least fake it, you will do better. One of my favorite quotes is from a rabbi who said that “how can I feel joy when my house has burnt down? I feel sad for a little, and then when I start rebuilding it, I feel joy with every brick I lay.”

The upshot of this is that you should always be having fun. No matter how hard your life is, or what bad thing just happened to you, you need to have a social schedule where you are going out, doing things that make you feel good, fucking girls, hanging out with friends, etc... Obviously, you shouldn’t let your fun times take over your life or do anything self-destructive, but I disagree with the idea that success requires sustained misery. Being happy also requires eating well, getting enough sleep, and eliminating sources of negativity and distraction from your life. If you have a friend who consistently makes you feel like shit, or a woman who brings you more pain than happiness, cut them out. They are bad for you.

Happiness is a result of confidence because confident people are more successful, and your confidence proves to you that you can succeed at anything.

Getting rid of your fear of the alpha male also makes you happy because you no longer need to rely on anybody else for happiness. Human beings are actually very simple beings. All we need is a little bit of food, decent shelter, one vagina to put your dick in (you should reject the societal notion that you can’t be happy unless you fuck lots of girls), and love. All of our other fake desires are rooted in our need for the love of others. We mostly desire “luxury” things like nice cars, mansions or designer clothes because we think it will cause other people to love us and care about us. A truly confident man knows that he will be loved no matter what he has or who he is, because his value comes from
being imperturbable and a model for others. And if people want to deny him love based on his material circumstances, then that’s their problem, not his.

I’m not saying that nice cars, mansions and nice clothes are bad things. I enjoy all those things. I’m also not saying that women don’t care about tangibles. Women definitely do care about how you look, how you dress, how much money you have, etc... There are some women that will just never fuck a short, bald poor guy no matter how much “game” he has. But your own confidence and self-esteem should not depend on your tangibles. You should live your most awesome life. If girls like you, great. If not, no problem.

**Can you really not care what people think?**

It’s impossible to truly not care what anybody thinks of you. Human beings are social animals, and we evolved to form emotional connections with other people and to care what they think of us. We need sex, affection and human contact. The only way to truly not care about the opinions of others is to either be a psychopath or a hermit that lives in the woods.

I’m not saying that you should cut off contact from all other humans. I’m saying you should engage in mutually beneficial relationships with people, where you exchange the things humans need to exchange (love, friendship, affection, fun times, etc…), WITHOUT LETTING THEM CONTROL YOU and without becoming submissive.

To prevent people from controlling you, or abusing your, or manipulating you, or taking advantage of you, you must have a strong set of boundaries. Boundaries are “rules” for yourself that you will not allow others to break. A confident man is confident his rules are morally correct and makes others bend to his moral guidelines, not vice versa. If you have faith in your principles and stand by them, you cannot be manipulated by women or by society into acting against your own interests, doing the wrong thing, or chasing stupid trophies like nice cars and shit.

I'm not here to push a certain type of morality on you, and I think many set of rules can be "correct" depending on your situation, the people you are dealing with, and your personal preferences. What's important is not having this or that set of rules, but generally having unbreakable principles. You should constantly reevaluate your rules and changing them if they are "wrong" and/or not conducive to the type of life you want to live. You should also be open to reasonable arguments by third parties that your rules may be wrong.

**The good life**

An important part of being confident is having a clear vision of what you consider to be the good life. Nobody can control you if you are happily pursuing the good life. This vision is a set of priorities and beliefs about the world that guide what you seek and care about. For example, if a hot girl tries to pressure me to do cocaine I say no because cocaine contradicts my vision of the good life because of its harmful effects. This sounds like third grade health education, but it is amazing that many adults can be peer pressured simply because they don’t have their own vision of the good life. I know rich, successful adult men that have become cokeheads because the beautiful women they were pressured by hot girls to do it. It’s absolutely fucking incredible that a millionaire Silicon Valley CEO can be peer pressured by a bartender into doing cocaine but it happens all the fucking time. And because that guy had no vision of the good life, he is now addicted and does cocaine even when those girls are not around.

Your boundaries and your vision of the good life are connected. I set boundaries because I am pursuing a certain life, and if you get in the way, you are dismissed. For example, my vision of the
good life involves waking up early to work out and work on my businesses. Many people (usually trashy girls not doing anything useful with their lives) don’t understand that vision and try to pressure me into staying out late. No matter how beautiful they are or how close I am to getting pussy, I say no and go home. No matter how hot she is and how much I think I can’t find anybody else like her that will respect my rules, I keep the faith.

Your vision of the good life should have a place for all of your pleasures and pursuits. I like fucking hot girls, but I also like getting enough sleep, eating well, going to fun concerts, being around positive people, succeeding at my business, talking about deep, intellectual things I am interested in, etc…

Understanding the good life also makes you feel better about your shortcomings. Women are part of the good life, but you don’t need to fuck the hottest girl and you definitely don’t need to “get” every girl you like. If you think that happiness requires you to be 6’0 or drive a Ferrari or bang X girls a year, you lose your confidence if you don’t have those things. If your vision of the good life is simpler, however, you can’t be shamed and guilted if you don’t have those things.

**Why are women attracted to confidence?**

First of all, everyone is attracted to confidence. Nobody wants to be around an insecure, sad, moping sack of shit. And nobody likes to be around somebody that is easily controlled. Humans are wired to reach for something higher than us, not somebody beneath us that doesn’t challenge us or help us grow. That said, women have a special desire for a confident man. Why?

Because women have babies and are physically weaker than men, women evolved to seek a strong, powerful man who can make a credible commitment to protect her and her baby until the baby reaches a certain age. A protector’s commitment is only credible if he cannot be thrown off of his mission, whatever that mission is. If a protector becomes emotional, dishonest, distracted, or submissive, he can no longer be trusted to protect. In other words, if a protector can be controlled by others or crippled by despair, his commitment is not credible and the woman is vulnerable.

It does not matter how confident you actually are, but whether you can display that confidence to a woman. Confidence is performative. A woman wants to see you confidently pursue a mission and not be perturbed and more importantly, not show despair. Women can subconsciously sense despair in a man. She wants to see you be a brick wall. Women also subconsciously know that the thing that is most likely to perturb a man is a woman, so she will purposely try to perturb you to see how you react. If you even flinch, she will question your emotional credibility. This is what we call a “shit test.”

A big problem is that men meet women in social situations where they are drinking and having fun, so women do not see men confidently pursue their mission. For most men, when they go out, women are their mission. But fixating on women subconsciously causes you to be controlled by women, reducing your attractiveness. This is why DJs and bartenders are more attractive to women – they are actually doing something rather than just drooling over them.

**Your place in the tribe**

On a subconscious level, women want a guy who does not appear to be controlled by the tribe. This is part of the reason women like “bad boys” – a “bad boy” tinges the same receptors that an alpha male tinges because the bad boy does not conform to anybody’s rules and does not “feel” like he is “controlled” by any other male. This is irrational, of course – most “bad boys” are losers and the opposite of an actual alpha male. But we are talking about emotions here, not rationality. The alpha
male does what he wants, and he doesn’t rely on anybody else for anything, either physical or emotional. He is the only one that cannot be controlled. Sure, the alpha male does have the most tangible things (food and resources) but the alpha male isn’t thinking about that.

The true alpha male is not the biggest, loudest, meanest, toughest guy: it’s the guy who literally does not give a single fuck and cannot be controlled. It’s the guy who walks in a party with a ridiculous ugly neon green floppy hat. It’s the guy who tells an embarrassing story about himself that most people would be too afraid to tell. It’s the guy who does something that’s a little off, not because he’s weird or has problems, but because he just lives in his own reality. The alpha male is totally relaxed, calm, confident in what he’s doing, and is never, ever, perturbed by anything anybody does, especially women.

If you walk into a bar or nightclub, you see a bizarre scene. Otherwise confident, successful, manly men are selling their souls. They are begging beautiful women to buy them drinks, listening intently to their stupid stories and agreeing with their stupid opinions, begging for their attention, waiting for them as they talk to other men, etc… These men instantly lose credibility to women because they are begging to be accepted and are easily controlled. In other words, these men are experiencing the same emotional anguish that the women experience, which turns women off. Women want to escape their emotional anguish, not be with a guy that is also experiencing it.

I wrote an article about how women are not attracted to men that are overly emotionally invested in them. See here: https://www.woujo.com/blog/2017/4/11/how-to-not-become-emotionally-invested-in-women.

A major reason emotionally invested people are unattractive is because they are “dependent” on another person for their good feelings, therefore making them controlled. And women are fundamentally not attracted to men who can be controlled.

**Bitchy women**

A lot of guys’ confidence melts around bitchy women. I, however, love bitches.

A woman is bitchy for one of two reasons: 1) she has suffered some trauma in her life that has damaged her, or 2) she regularly turns men into weak puddles, so she turns up the bitchiness to make sure she can find a mate whose confidence is rock solid. For women that are #1, you should just run. You are not her therapist and cannot help them. But women that are #2 are a fun challenge. Whenever a woman is a bitch to me, I know I am on my road to fucking her and all I need to do is keep my cool and not be perturbed.

Bitchiness is just a front to hide their intense insecurity and anxiety. Confident, happy, well-adjusted people act polite and friendly, even if they are being hit on by somebody they don’t think is attractive. All hostility and negativity is rooted in fear, defensiveness, and your own perceived vulnerability. Women are crippled with insecurity and anxiety about how men, women and society in general feel about them and have an intense desire to be accepted.

Next time you go to a club, put your horniness aside and just focus on the body language of these bitchy women. They are afraid. They are insecure. They are awkward. They are dorks. They are easily controlled, if they could just find somebody with the balls to try to control them. Even when they try to talk tough or cool, it’s a bluff. A hot woman acting like a bitch is similar to a 16 year old nerd with a pocket protector and acne talking shit to a prison convict. He knows he is faking it, and the moment the prison convict calls his bluff he will back down in fear and humiliation.

Not all women are bitches. I know some confident women, but these women are confident because
they have other things going for them. They are smart, they have accomplished things, they are fun to hang out with, etc… But whenever a woman tries to act like she’s the shit just because she’s hot, she is faking it every single time.

**How to act around women**

Let’s do some logic. Women are attracted to confidence. Confidence is faith that you will succeed. Therefore, women are attracted to men who have faith they will succeed in fucking them. In other words, women want a guy to act like he already knows she will fuck him. Of course, you don’t actually know whether she will fuck you. But nevertheless, you must act as if you KNOW she will fuck you. You must bluff as if you know she will say yes. And even if you get rejected, you must move on to the next girl with the same confidence.

Now the question becomes: if you truly knew from the bottom of your heart you could fuck a girl, how would you act? You wouldn’t supplicate, or beg, or act needy, or even do anything really. If you KNEW you could fuck a girl, you would do nothing. Of course, you should talk to her and be nice so that you don’t make her feel bad, and you would engage with her to the extent that she says or does anything interesting or funny. But the moment she does something negative, shitty, or boring, you immediately lose interest because you don’t need to put up with her bullshit.

Unlike a lot of other PUA blogs, I am not going to feed you a bunch of lines of what a confident guy “would” say. The fact is, confidence is an emotional state, and you either have it or you don’t. And girls can sense it because it is very hard to fake your emotions, especially if you are hanging out with a girl for a long time.

**Humility**

Releasing yourself from the mental slavery of the alpha male sounds great, but it is actually very dangerous. Most people in our society can only function if they are being guided by a superior: society, your dad, the government, your boss, etc... They need the anxiety induced by the alpha male to stay focused and not go off and get drunk and play video games. But if you want to be a truly confident, self-actualized man, you need to be able to motivate yourself when there is no alpha male swinging an axe over your head.

Not only must you be your own alpha male, but you must cultivate a positive humility, where you listen to men that are smarter and more powerful than you, not because of your irrational ape emotions, but because they are smarter than you and they are helping you improve. If you look at history, a lot of times when men get a ton of power they go crazy (see kings, dictators, rock stars, Mike Tyson, etc...) because they don’t have the anxiety of the alpha male controlling them but they also don’t have the humility to stay focused and keep their head on straight.
Your mission

May 10, 2017 | by Woujo | Link | Original Link

The most important thing in a man’s life is his mission. Without your mission, you are nothing. You are your mission. Period.

When I say mission, I don’t mean your job. Your mission is building an incredible life – good friends, good relationships, spiritual, mental and physical health, fun hobbies, challenges, leisure, intellectual growth, and fun. The idea that a man’s mission is only his job is a modern invention designed to turn people into drones who sacrifice their entire lives for their jobs. By the same token, your job is a critical part of your mission. Just as the idea that a man’s mission is just his job is harmful, there is an equally harmful idea that you are a “slave” to the system if you dedicate yourself to a career and work a 9 to 5 job. A career is often the best way to challenge yourself, and you can live a beautiful and fulfilling life working a 9 to 5, so long as you are not doing it just to make society happy or feed your addictions.

The purpose of life

Since writing was invented, philosophers have tried to figure out what the highest pleasure in life is. Some said honor. Some said physical pleasure (food, sex, etc…). Some said spiritual enlightenment. Some said knowledge.

They are all wrong. The highest pleasure in life for a man or a woman is to follow their mission because following your mission includes within it all of the other pleasures. When I pursue my mission, I learn things, I gain honor, I have fun, and I feel spiritually at peace. Any of those pleasures by themselves are useless. What good is knowledge if you are not doing anything with it? What good is spiritual enlightenment if you’re sitting on top of a mountain by yourself thinking about nothing? What good are physical pleasures if you live like an animal and die of a heart attack at 45?

When I get drunk and fuck a girl on a Friday night, that’s part of my mission, because having fun and getting laid are necessary parts of a man’s life. Men evolved to have sex, and without sex and fun, we will not pursue the other parts of our mission as successfully. To borrow a Nietzschean phrase, it has only been “life-denying” ideologies that have tried to paint sex and fun as somehow bad things. No human emotion is inherently bad by itself - emotions only become bad when they become divorced from the mission as a whole and become the sole focus of one’s life.

What should my mission be?

Nobody can tell what your mission should be. Not me, not your parents, not your girlfriend, and not society. Reality and you are too complex for anybody to tell you what to do with your life. That said, it is smart to look up to successful and intelligent people to help figure out what to do. And here are my opinions as to what your mission should entail.

- Challenges. Humans are attracted to transcendence, which I define that which just lies outside our grasp, just outside our knowledge, just outside our abilities. We evolved to seek challenges and overcome them, not to do the same thing over and over again.
- Relationships. You need a strong and reliable network of friends and ideally, family and female relationships as well. Humans evolved to be social animals, not to be heartless hermits.
Creativity. Humans evolved to create. Period.

Helping People. Some of you may disagree, but I believe that humans evolved to help each other.

Physical and mental health. This one is obvious.

Aside from these broad strokes, it’s up to you to figure out your mission. The world is too complex and fluid for you to buy into rigid ideas that you should have this job or that job, or impress this or that person, or focus on this or that goal. All of society’s structures are built on sand and could be rendered irrelevant tomorrow. There are men that dedicated their entire lives to a job, only to have job eliminated by an app written by a 17-year old. There were men in the 80s that dedicated their entire lives to being awesome at heavy metal, only to see heavy metal be replaced by EDM. There are men and women who dedicated their entire lives to being a CEO, or a Congressman, or a whatever, and then realized that they were miserable when they actually took that job.

You must be flexible and fluid to constantly readjust your mission based on the realities of the world around you. If you base your entire life’s mission on a job, or achieving some goal, or a woman, what are you going to do when that job or goal or woman is no longer there? Kill yourself?

I know a guy whose dream, ever since he was 8 years old, was to play Major League Baseball and win the World Series. And guess what – he did! He won a World Series in the 90s. But because that was his life’s mission, he had no idea what to do after he retired from baseball. Now he is in his 40s, he lives in a one bedroom apartment, he works a shitty job, and spends all his time creeping on girls at nightclubs. The highlight of his year is a sports convention where people pay him a little money to sign their memorabilia.

He never readjusted his mission.

Society told him that winning a World Series was a worthy goal for a man. Society lied. Winning a World Series is awesome, but it’s not everything. You need a complete, well-balanced life.

And here is the most important part of following your mission: the joy is in the pursuit, not the results. Because really, you can’t control the results. You can be robbed tomorrow and lose everything you have. Your company might go out of business because of something that is totally not your fault. You can make $100 million and be sad because some other guy made a billion dollars. Your wife might turn out to be a cheater or die in a car accident. If you base your happiness on your results, you will always be unhappy. But if you base your happiness on the pursuit, nothing can faze you, because as long as you are alive, you can wake up tomorrow and fight the battle again. If you ask super-successful men what they most long for, many of them say that they secretly wish they could lose everything so they could start from the beginning because they love the process.

When you look at your entire life as your mission, every moment has meaning in the overall context of your life so overcoming every challenge is exhilarating. Cleaning your room is no longer a boring chore; it’s part of your mission and is just as important as pitching in Game 7 of the World Series because you need to have a clean room to be able to focus on baseball. Every bad thing that happens to you is just another challenge to overcome and an opportunity to learn and become an even stronger version of yourself.

What’s the point of this article?

You may ask: “You say that the most important thing in a man’s life is his mission. But if his entire life is his mission, aren’t you saying a tautology – a man’s life is his life?” I am. But I wrote this
article to change your mindset. You will be much more successful if you see your life as your mission rather than as a series of unconnected events. You will also be more successful if you cut out distractions, addictions, and people that are not contributing to your mission.

**How to pursue your mission**

I can’t tell you how to succeed at your mission. But I can give some tips.

**Reduce your needs and wants as much as possible.** The more addictions, mental baggage, and shitty people in your life you have, the less freedom and mobility you have. If you can live in a one bedroom apartment and eat beans (and I guarantee you can), you can pursue your business or passion. But if you are dependent on having money, having a certain girlfriend, etc…, you limit your options.

**You need faith.** Focused, sustained, intelligent effort always pays off. The problem is that many people give up when things get tough. If I walk into a McDonald’s I am usually sure that I will get shitty customer service because the workers there hate their jobs. Working at McDonald’s is considered one of the lowest jobs in our society, and most of the people there hate their job, hate their life, and see no hope for the future. They suck at their jobs because they have no faith that working hard at McDonald’s will get them anywhere and they have no faith that there is a plan B they can pursue that gets them where they want to be. Nobody cares about being the best fast food employee, so they don’t do a good job.

If they had faith, however, they would see working at McDonald’s as part of their mission so they would figure out a way to move onto something better. They would either do a great job at McDonald’s and move up in the company, do something on the side, or leverage the people they met at McDonald’s to find something better. Either way, they would have hope that working hard would get them to somewhere better.

**Stop thinking about what other people think** The biggest obstacle to most men pursuing their mission is their obsession with what others think and their fear of others. This “other” may be specific people (their parents, their girlfriend, their friends) or it can be a more generalized fear (God, society, the cosmic alpha male, or the magical “them”).
The “flow state” or the “zone” is the holy grail of productivity. It is defined by psychologists as the “mental state of operation in which a person performing an activity is fully immersed in a feeling of energized focus, full involvement, and enjoyment in the process of the activity.”

I define the flow state as that feeling where you are having fun at what you are doing, you are being extremely productive, you are completely focused on your work with all your thoughts and emotions, and everything feels “smooth.” You are not distracted because you love what you are doing, and you are doing it well. There was an urban myth that most people only use 10% of their brains, and “geniuses” like Einstein used 20%. This myth has been debunked, but I think the general idea is valid. When it is completely focused on a challenge with all of its thoughts, emotions and creativity, the human mind can be incredibly productive, but most people are not completely focused on the challenges they are presented in their lives, and are probably running at something around 30-50% of their productivity.

**Psychologists characterize flow states in the following way:**

- Clear goals that, while challenging, are still attainable.
- Strong concentration and focused attention.
- The activity is intrinsically rewarding.
- Feelings of serenity; a loss of feelings of self-consciousness.
- Timelessness; a distorted sense of time; feeling so focused on the present that you lose track of time passing.
- Immediate feedback.

**Flow states and dopamine**

To understand flow states, one must first understand dopamine and how it affects the brain. What follows is an oversimplification – when I say “dopamine” I really mean “the neurochemicals that make you feel good.” I am not a brain scientist so don’t kill me.

No matter how much humans try to romanticize themselves as “rational” beings, human beings are ultimately apes that evolved to seek pleasure. You can try to deny yourself pleasure with “willpower” but you will always eventually give in. We are literally robots programmed to seek dopamine at all costs.

We can get a dopamine release in different ways, which I will generally categorize as “good” and “bad.” “Bad” dopamine is sex, drugs, music, food, “thrills” like speeding, trashy pop culture, video games, porn, etc… “Good” dopamine comes from overcoming challenges within a productive activity (dopamine “wins”).

I use the terms “good” and “bad” with qualifications. There is nothing inherently “wrong” with bad dopamine – everybody should enjoy sex or good food every once in a while. But ultimately, most of your dopamine should come from overcoming challenges within a productive activity. Unfortunately, many people resort to bad dopamine to make themselves feel better because they are not regularly overcoming challenge in a productive activity.

A “flow state,” for lack of a better way to describe it, is a period where you are regularly receiving...
dopamine from overcoming challenges within your productive activity.

**Overcoming challenges within a productive activity**

Let’s break this definition down.

First, to achieve a flow state, you must overcome **challenges.** If your task does not challenge you, your brain will not be excited and will not want to do it. I think there is a spiritual reason to this: our minds are attracted to transcendence, so we always want to be improving and aiming for something higher. If we are doing some easy, monotonous task, our mind will check out emotionally and seek something more stimulating. Usually, the lack of a challenge is not too much of a problem. You can just listen to music or a podcast or something while you power through the easy task. The problem more often is that the challenge is too difficult. If you find yourself consistently doing tasks that are too easy for you, you may need to find a more challenging job or figure out a way to delegate those easy tasks to somebody beneath you and focus your time on more productive and important activities. The activity must also be “productive.” As I stated earlier, our brain seeks dopamine, and whenever we achieve something we get a small dopamine boost. If we are working on something for a long time, however, and we get no “wins,” our brain starts to lose interest and seeks something that will give it wins. This is why video games are so enticing for men – their work, school or hobbies do not give them instant wins and their subconscious brain, who doesn’t understand the long-term value of succeeding at work, seeks cheap, instant wins from the video game.

You must also “overcome” the challenge. It is absolutely incredible to me how many people do not see their work as a series of challenges. Instead, they see it as a set of instructions from a superior they must follow. They don’t care if they do a good or bad job, or even if they accomplish anything, but whether they follow the instructions well enough so that they do not get in trouble. When things go wrong that are unforeseen by their instructions, instead of fixing the problem they throw their hands up and say “well that’s not my fault.” This is a terrible mindset because if you see your job as following instructions you will never get any dopamine “wins.” Each dopamine “win” gives us motivation and energy for the next challenge, so if we never get any wins, our entire job will be drudgery. Each task can be defined as an overall challenge (for example, in a company making money), with sub-challenges (making a good product, selling the product), and then sub-challenges within those sub-challenges (working with the designer, finding good salespeople, etc…). If you are sleepwalking through each sub-challenge without conquering it, you will never get any “wins” and you will subconsciously live in constant anxiety that the overall challenge will fall apart because you never succeeded in conquering the sub-challenges.

To succeed at anything, from being a McDonald’s employee to a corporate lawyer, you must take ownership of the task and conquer the challenges posed by that task. At most companies, the primary challenge is to make money. If you are making enough money for the company, you can come to work with your dick out and randomly put it in people’s mouths whenever you want. If you can’t figure out a way to make money on your own, then you must conquer some ancillary challenge given to you by your company. The bigger challenges you overcome, the more valuable you are to your company and the more fun you have.

**Preparation**

The key to entering the flow state is being prepared. My goal is to eliminate any source of distraction or anxiety from my mind before I start the task so that when I am doing the task I am completely focused on that task and nothing else is clouding my consciousness. Here is a short list:
• I make sure I am well rested, not tired and not hungry. I might eat something or drink a red bull before I start.

• I check my to do list and calendar to remove any anxiety that there are other tasks I need to be doing.

• I remove any distractions (sounds, weird smells, etc…) that could bother me. I turn off my phone and close my email program.

• I plan my day so I have enough time to complete the task so there is no anxiety caused by rushing. I try to give myself more time than is needed and I start the task earlier than I need because I always want to feel “ahead” of the game rather than behind.

I also prepare myself for the task so that there no “hiccups.” For example, before I write an article, I spend some time thinking about exactly what I am going to write so that when I sit down, I don’t get interrupted by myself thinking about what to write next. I find that I work better when I am focused on one thing at a time, so if I hit “writer’s block” when writing, I stop writing, and go for a walk to think about what to write next.

Your preparation may have to be deeper. You may have some paralyzing anxiety, depression, emotional hang-ups, repressed trauma or self-limiting beliefs that constantly haunt you and distract from focusing on a task and succeeding. You may need therapy, spiritual work, and/or intense self-awareness to fix these issues within yourself. At the end of the day, the world doesn’t give a fuck what your issues are, it cares about what you are accomplishing, so you need to get those issues out of the way and accomplish shit.

**The intimidating challenge**

The biggest obstacle to entering the flow state is what I call the “intimidating challenge.”

The intimidating challenge is a challenge that your brain consciously or subconsciously sees as too difficult or too large for you to tackle at that time. When your brain feels like the next challenge is too intimidating, it subconsciously calculates that any effort spent on that challenge will be wasted, and seeks dopamine elsewhere. For example, if I put you in front of a computer right now and told you to program the next Facebook, you would immediately want to do something else because that challenge would sound too scary. Rationally, you may say “I can program the next Facebook if I spend enough time on it and do enough work,” but your brain is subconsciously going to see that road as too long and dreary to actually want to do anything. Remember, humans are subconsciously wired to seek dopamine, and if we subconsciously think that the challenge in front of us will not provide us dopamine, we will look elsewhere.

The intimidating challenge is, in my opinion, the basis of procrastination and distraction. You know how when you are procrastinating your brain wants to do anything and everything EXCEPT the task you know you are supposed to do? That’s your brain seeking dopamine elsewhere.

The brain’s subconcious processes are very sneaky and subtle. Of course, in the most naked manifestation of dopamine seeking, your brain will want to watch Youtube videos or masturbate or something. But on a much more subtle level, your brain may instead seek “easier” productive tasks or tasks it enjoys more, rather than the tasks it must do. You may must be very careful that your brain’s subtle emotions do not alter your path to something fundamentally less beneficial for you.

They key to overcoming the intimidating challenge is to break it into smaller challenges. If your challenge is finding a job, you may want to break it into smaller challenges like “fixing your resume”
or “writing a cover letter” or even smaller ones like “look up jobs to apply to.” When breaking down challenges, I try to break them into challenges that are slightly too easy for me – as I explained earlier, if the challenges are too easy your brain will not want to do them, but I find that, for myself at least, I get most excited to conquer a challenge when I see it as slightly too easy.

Breaking big challenges into smaller ones is playing a trick on one’s own mind. My rational mind knows that the overall challenge is finding a job, and that fixing a resume is not worth anything unless I follow it up with more work to actually get the job. Nevertheless, my subconscious brain is scared of the bigger task of finding a job, so I try to “trick” it into thinking that the only challenge I really need to do is fix my resume. I promise myself that I just need to fix my resume and then I can go reward myself with something fun, like going to the gym or a strip club. Sometimes I even lie to myself and tell myself that if I do one small task, like send an email, I will be done for the day. Of course, this is a lie – after I conquer that small challenge, my brain gets excited for other challenges, so I move on to the next one. But I realize that the subconscious brain is a complicated monster with its own motivations, and I need to fight it to get what I want.

Ultimately, the goal is to get so many small wins that your brain gets used to the “wins” and is no longer intimidated by the big task because it sees itself as making progress. However, if you find yourself hating your big challenge no matter how many small wins you get, you may be pursuing something you fundamentally do not enjoy or are not good at. More likely, you are “missing” something that is needed to be good at that task, like an inborn trait or an important piece of knowledge that would make that bigger task less intimidating.

I think the intimidating challenge is the main thing holding people back today. We are bombarded with images from the media of wildly successful people that have accomplished incredible things and have incredible amounts of money, power, and influence. When we see these people, our heart sinks because the mountain to get where they are seems so incredibly high and difficult to climb. Although it is beneficial to have big goals and impressive role models, we must start where we are and focus on the small task in front of us, no matter how insignificant it may seem in the broader scheme of things. If you want to be a billionaire, the last thing you may want to do is make your bed, but you must realize that many of these incredibly successful people became that way because they turned their mind away from everything and focused on one little corner of the world.

A big cause of the “intimidating challenge” may also be your subconscious mind. As I discussed earlier, many people have self-limiting thoughts so they see themselves as fundamentally incapable of achieving certain goals, especially big ones. I recommend you read my article on confidence about this question.

Some people think that the flow state is only available for when they do something they "truly enjoy." But what makes you enjoy something? You usually enjoy something when you can overcome challenges while doing it. Most people "hate" doing things because they are not good at those things. If you can recalibrate your challenges, you will find that you "enjoy" a lot more things than you thought you did.

The “worker bee” and “creative” work modalities

To be able to consistently fall into a flow state, one must understand the difference between the “worker bee” and “creative” work states of mind. Both states of mind are necessary to be productive and successful and to successfully achieve a flow state.

In the worker bee mentality, the worker is given a particular goal and well-defined instructions to
achieve that goal, and the worker faithfully follows those instructions until that goal is achieved. A worker bee must be very focused, disciplined, determined and able to block out any and all distractions while they are pursuing the goal. Sometimes the worker bee is given a macro goal (for example, “win this lawsuit”) and a micro goal (“draft this brief” or “interview this witness”) that must be accomplished on the way to achieving the macro goal.

In many ways, the creative modality is the opposite of the worker bee modality. In the creative modality, the worker is given a macro goal (“win this lawsuit” or “write a funny screenplay for a movie”) but is not given adequate instructions to achieve that macro goal, usually because the person giving the assignment does not know the instructions. For example, there is no finite set of instructions that one can reliably follow to write a funny screenplay or win a lawsuit. If there was, then any idiot on the street could do those things and they would not be as lucrative.

Because a creative person does not have all the instructions, they must figure the path themselves by keeping an open mind and considering multiple possibilities. Not only is a creative person allowed to get distracted, they MUST get distracted so they can consider possibilities that are not immediately in front of them. A perfectly creative person would consider every single possibility when making every single creative decision, but obviously that is impossible. But the more possibilities a person can consider, the more creative they can be. Most successful artists are very intelligent and have a lot of diverse influences they draw from to create something that nobody has seen before. A creative person must also be willing and ready to go off on tangents and follow random ideas to their logical conclusions, even if those random ideas may ultimately end up being useless.

Neither work modality is sufficient, by itself, for success. Ultra-successful people can effortlessly switch between modalities, oftentimes multiple times when working on the same task. As I stated in my writing example earlier, I try to break up the “worker bee” in “creative” aspects of tasks and do them separately (for example, I take a walk, think of what to write, and then sit down and actually do it), but sometimes I am forced to do them together.

A person who can only be a worker bee will never produce anything original or impressive, because they can only follow instructions given by somebody else. Pure worker bees are also usually terrible employees because they cannot exercise independent judgment. There are almost no jobs with a full set of instructions that answer every single possible problem that could come up, so every job requires at least some creativity. And in almost any job a person must be able to “switch course” or “break the rules.” To achieve the macro goal (“win the lawsuit”) it may appear at first that the proper micro goal is to draft a brief, but upon further reflection, it may turn out that the proper micro goal is to do something else. A worker bee will not be flexible enough to know when to switch course.

A purely creative person, however, will also fail. Creative people have open minds, which is a good thing when being creative, but an open mind also makes it difficult to focus. Once your creative mind helps you figure out the task you must accomplish, the creative person must be able to close their mind and focus on the task, but many creative people enjoy having an open mind so much that they cannot close it back up when they need to focus. A lot of creative people also fall in love with the dopamine rush that comes with coming up with a new creative idea, and find it torture to work on a task with well-defined instructions and no creative payoff. The dopamine rush that comes with creating a new creative idea is so strong that many creative people become dopamine addicts and get hooked on drugs, crazy experiences, sex, etc…

The creative modality sounds like more fun to most people and also appears to be more lucrative. The
richest and most famous people in society appear to be artists, writers, and entrepreneurs – not worker bees doing the boring work. But in reality, the most successful people can combine the creative modality with the worker bee modality.

I do stand-up comedy and I see both extremes in work modalities. Some comedians approach comedy like a “worker bee”: they try to rationally figure out the “formula” to being funny and mechanically apply it. These comics usually fail because their comedy is unoriginal and uninspired. Comedy is only funny when it is genuinely innovative, not when it is a collection of well-established “tropes” that people already know about.

Some comedians, however, are TOO creative. They have lots of original, interesting and funny thoughts, but are too undisciplined and unfocused to present a good show. These comedians often ramble, forget their jokes, and ignore the basics of joke structure and putting together a set. Their careers often go nowhere because they cannot do tedious, boring tasks like sending their videos to bookers, managing their finances, or doing their taxes.

Work modalities and flow

To get into flow, you need to be able to switch effortlessly between each work modality. Reality doesn’t care about your feelings, and it definitely doesn’t care about whether you enjoy being creative or being a worker bee. Reality only cares about whether you accomplish the goal; it doesn’t care what your mindset was. That dopamine rush that comes with achieving a goal only comes if you actually achieve that goal, and you may need to mix work modalities to achieve that goal.

People sometimes get stuck in the “worker bee” or “creative” mindset partly because they get the dopamine rush from small tasks. A sandwich artist at Subway may fall into a “groove” where he receives a small dopamine burst every time he makes a sandwich or a creative may get a dopamine rush when they come up with a new idea or observe others react to their creative invention. A person who only enjoys making sandwiches, however, cannot run a successful sandwich shop by himself because there are other tasks involved in running a sandwich job. A creative person who only enjoys the creative payoff will not be able to actually build the non-creative parts of any task.

In sum, while it is necessary to recognize the different work modalities, you cannot get stuck in them.

The danger of the flow state

Like all good things, the flow state has dangers.

Like any dopamine rush, you can be addicted to the flow state. Obviously, it’s better to be addicted to productive activity than video games or cocaine, but getting hooked on the flow state may be detrimental to actually building a good life. Some tasks are inherently boring and drudgery, and do not allow for a flow state, but you must do them anyway to be successful. If you constantly seek a flow state, you may ignore important tasks and hold yourself back.

Another danger is that a flow state may introduce you a lots of cognitive biases so it's extremely important after working in a flow state to get out and to critically assess your work.

I’ve noticed that the difference between a good boss and a good employee is that the employee just wants to do the one task he really enjoys, whereas a boss wants to do everything the business needs to succeed, even if there is no flow state.

There are also tasks that require lots of work before you can get to the point where you consistently get “wins” so you need tons of patience. As you can imagine, there is no bigger dopamine win for a lawyer than winning a case, but it takes years of work to get to the point where you are winning
cases. Many lawyers are miserable because they are not getting dopamine wins early in their career. Although flow states and dopamine are good ways to hack your mind to be more productive, you cannot let yourself become just a dopamine-seeking animal. Actual success and happiness requires patience, sacrifice and periods where you are not getting any dopamine wins. Ultimately, your activity should be controlled what your rational brain and what you really need to do, not just what makes you feel good. Your dopamine reward system should be your slave, not your master. This may require meditation or other spiritual practices. The same way you may need to control your exposure to drugs or alcohol, you may need to control your exposure to flow states.
More thoughts on transcendence
May 30, 2017 | by Woujo | Link | Original Link

TLDR: One of the most important things humans look for in a mate is transcendence.

One of the most common red pill “truths” is that women are hypergamous, which means that women are generally attracted to men that, at the very least, are “higher” than them (in looks, status, power, age, wealth, emotional stability), and ideally also higher than other men. A man need not be better than a woman in every single way, but a woman will generally not be attracted unless the man is better than her in certain areas that are biologically important to her.

I agree that women are hypergamous. But I think that women are also attracted to transcendence. Transcendence is hypergamy on steroids: women are not just attracted to guys that are higher than them, women are attracted to men that are infinitely higher than them. A woman is not just attracted to guy who is smarter than her, but a guy who, through his frame and actions, makes it appear that he may actually be INFINITELY smarter than her. If this sounds absurd, you are correct. Often, transcendence is an optical illusion and appeals more to the primal, base areas of our brain rather than the rational part.

Men have lots of theories about what women want: money, physical attractiveness, social proof, nice cars, “alpha male” behavior, etc… These explanations are not wrong, but I think they are missing something. Tangible things like money, social standing, or alpha male behavior are ancillary to a woman’s desire for transcendence OR are simply an indicator of transcendence.

It is difficult to define the word transcendence because it refers to something inherently indefinable. Here are some attempts at a definition:

Transcendence is something that is fundamentally out of our reach. Transcendence is something our mind cannot fathom or comprehend. Transcendence is something infinitely higher than us. Transcendence is something that exists beyond our reality. Transcendence is something we are drawn to and feeds all of our emotional and intellectual desires and then exceeds them. Transcendence is something that expands our mind. Transcendence is something that gives us a window into infinity. I can go on forever, but I will never be able to completely define transcendence for the same reason I cannot completely define “love” or “God.”

Perhaps we are attracted to transcendence because our brains are awed by and cannot handle the concepts of uncertainty, infinity, and power, which is why these concepts are represented by God in many religions. Uncertainty and infinity make us feel powerless and insecure because we know that no matter who we are and what we have, we are ultimately insignificant in the grand scheme of the universe, and some force can appear out of nowhere and zap us at any time. And for most people, random things do come out of nowhere and zap them: getting cheated on, getting fired, getting sick, etc…

Weak minds try to minimize the uncertainty and fear of infinity by lying to themselves and pretending they’ve figured out infinity – this is the basis for stupid people religion. Smart religion and philosophy teaches that people need to learn to live with uncertainty and infinity. Sometimes religion seeks to ease the terror by teaching that uncertainty and infinity will be “on our side” if we do some otherwise meaningless rituals.

When men see a woman attracted to a celebrity or a billionaire, they think to themselves “she just
wants money or fame.” And that may be true in some cases. But oftentimes, a woman is attracted to a billionaire because he is TRANSCENDENT to her. For example, if she is a bartender or waitress, a rich businessman represents something that she can never accomplish and a world she can never enter on her own. If she could become a billionaire on her own, she would. But if she cannot, a billionaire represents something fundamentally beyond her. It’s not a matter of “I know how to clean my room, I am just too lazy to do it.” The woman does not even know where to start to become a billionaire. His intelligence, his ambition, his creativity, his ability to work hard – those things are beyond her reach, which is why she is attracted to him. The same goes for a woman’s attraction to a celebrity, a famous artist, or anybody else that excites her emotions and intellect.

Why material things and money are not enough to keep a girl attracted

Trying to impress a girl with money or material things will always fail because money and material things are always finite and she will always eventually get bored with whatever you have.

If she has $5, and you have $10, you are “better” than her, and under a traditional hypergamy theory she should be attracted to you. But if she knows you have $10, you do not appear transcendent to her: you just look like a guy with $10. Even though she does not have $10, her mind understands what $10 is, so there is no “magic” to your $10. And when she has experienced your $10, or when she finds a guy with $11, she will get bored and leave you. The same principle applies if you have a billion dollars.

If she does not know exactly how much money you have, the part of her brain attracted to transcendence will go crazy and excited trying to figure it out. Does he have $10? $15? A billion? A trillion? But money generally is not a good way to keep a woman because it is always finite and she will eventually figure out approximately what you have.

I had a friend who was a tech millionaire, and I was a struggling artist, and we would party with models on his yacht. Guess who the girls were more interested in? Well, some of the girls just wanted money because they were poor and struggling, so they stuck with my tech millionaire friend. Sometimes you have to repress your desire for transcendence when you have other, immediately pressing needs. But my tech millionaire friend was boring, and many of the girls found me more interesting and spent all day talking to me about my-then nonexistent art career. The yacht and the champagne and the money immediately bored them, but my struggle as an artist was interesting to them.

I tried to explain to my tech millionaire friend that girls would like him more if he told them the story of his struggle and how he was poor for many years before he made it, rather than just bragging about his money and yacht. My friend disagreed, saying that girls were not interested. Here is what he did not understand: if he tells a bartender or waitress your story of becoming a tech millionaire, she will look bored because she has nothing in that story she can emotionally relate to. But that story will stay in her mind as an indicator of his transcendence and she will be awed and grateful that he allowed her into his mind and took her on that journey. In other words, the fact that she cannot emotionally relate to that story is why it is so impressive to her. This is why one of the hardest parts of game is sometimes speaking what is on your mind rather than dumbing down everything to make her happy.

Men often believe that all women are stupid bimbos that just want to get drunk and have fun, and you cannot have a serious or deep conversation with them. That’s not true. Women have many of the same fundamental desires that men have, but they cannot pursue those desires, so they default to cheap pleasure like alcohol and parties.
The infinite mind

The key to attracting women is showing you have a transcendent mind. When I say “mind,” I am not sure what I mean. Nor do most philosophers. The best I can do is to say that “mind” is an amalgamation of all of your thoughts and emotions.

The human mind, for all intents and purposes, has the capacity to be infinite. Some religions say that the human mind is the same thing as God’s mind. God obviously knows more shit than us because he has had more time to learn stuff and think about it, but the fundamental “stuff” of our mind is the same as God’s. In the story about the Tower of Babel in the Bible, God says that if all humanity put their minds together, they will be able to do anything, including be God himself. You may argue that God does not have emotions, but that cannot be true – if God were pure rationality he would never do anything. Rationality and logic are only tools – emotion supplies the goals for that tool to work toward. If God did not fundamentally “want” something, he would have never created the world.

If you are an atheist and God talk makes you queasy, think about the infinite mind in this way: scientifically, our brain is a network of billions of neural connections. And those connections can rewire themselves in trillions of different patterns. Our mind therefore has the capacity to wire itself into such a large number of different configurations it might as well be infinity.

A prominent evolutionary biologist was asked to explain how human brains differ from those of our ape ancestors. His response was that the primary difference between ape and human brains is that the human brain can say “what if?” That’s it! The capability to say what if – in other words, to consider alternative possibilities that are not immediately present and may not even exist yet – is what makes humans “rational” and the most intelligent, powerful species on earth. This capability is also what separates humans from computers. Computers have processing power that far exceeds what the human brain can do, but at the end of the day, computers follow the instructions that humans give them. New artificial software gives computers the ability to “learn” and formulate their own instructions, but computers under current technology still do not have the complete and unimpeded ability to consider every “what if” in every situation and therefore cannot be as intelligent as humans.

In summary, your mind is potentially infinite. So is hers. And if your infinite mind is more “advanced” than her infinite mind (I’ll explain what that means in a little bit), you will remain transcendent to her.

Here is a philosophical thought experiment: If person A truly is smarter than person B, person B will never be able to understand HOW MUCH smarter person A is, because if person B did understand how much smarter person A is, then person B would be smarter than person A. In other words, if person B knew exactly what person A knows more than him, then person B would be just as smart as person A. As far as person B is concerned, person A’s mind is infinitely deeper than person B’s mind because there is always some shit in person A’s mind than person B does not have access to.

Pure intelligence, however, is not enough to keep a woman attracted because intelligence is also finite. There is only a finite list of things a human being can know, and if your list contains a bunch of irrelevant information then she’s not going to give a shit. If you’ve memorized the ins and outs of DragonBall Z, she may feel like you are “infinitely smarter” than her with respect to DragonBall Z, but she won’t care. Your transcendence must affect her emotionally.

So if material possessions are not enough to make you feel transcendent to her, and intelligence is not enough, then what is?
True transcendence can only be achieved by a man that is on a mission. A man on a mission is directing his infinite mind to a goal that is infinitely rewarding. Pursuing one’s mission is infinitely rewarding because, as I stated in my article “You are your mission,” following your mission includes within it all of the other pleasures. You learn things, you become more spiritually enlightened, you make money, you gain honor, and you overcome challenges, you form relationships, etc… Any emotion she has will be tickled by a man on a mission, provided that man is further along in his mission than her. She likes money? The man is making money. She likes power? He is becoming more powerful by the day. She likes intelligence? He is becoming smarter. Etc…

In the previous section I stated that women get bored of material things. But a woman can never get bored of a man on a mission because he is a moving target. She can’t get bored of his $10, because tomorrow he may have $15, and on top of that every day he is becoming more interesting, intelligent, spiritually enlightened, etc…. A woman does not stay with a billionaire just because she counted the 0s in his bank account, but because his mind is fundamentally transcendent to her.

**The mental connection**

A human’s relationship to another human is different than a human’s relationship to a material object, because a human can vicariously feel emotions through other humans. If you like somebody, and something bad happens to them, you feel like something bad happened to yourself. Similarly, if you have an emotional connection to somebody, and something good happens to them, you feel like something good happened to yourself.

The human’s mind ability to vicariously feel emotions can cause a person to disassociate their “self” (whatever that is) from their body. For example, when a man is willing to die for his country, he no longer bases his emotions on his own body, but with the abstract concept of his “nation.” On a less grandiose scale, there are men who let their lives go to complete shit, yet feel like heroes because their videogame characters are level 78 paladins. This “self-disassociation,” for lack of a better term, can be very dangerous in the context of relationship.

When two people form an emotional connection, it is almost as if their minds “connect” and they vicariously experience the other’s emotions. An emotional connection is like adding another mind to your own mind. And naturally, people want to connect with a mind that is better than their own: a mind that is smarter, thinks more interesting thoughts, feels better emotions, etc…

Women are attracted to a confident, joyful, positive, man living an interesting life because she can attach her mind to his and have a “better” mind to filter her thoughts and feelings through. If she’s feeling anxious, she can filter her anxiety through his confidence. If she’s feeling weak, she can filter her feelings of weakness through his power. If she’s sad, she can filter her sadness through his joy. Ultimately, women are attracted to the alpha male because they want to BE the alpha male. This is also why a shit test is a sign of interest – she is giving her new mind a test drive. Shit tests are anxieties that torment women projected to you to see if she will still feel that anxiety with her new mind. Of course, if your mind is inferior to hers, she will disconnect and go find somebody else.

Relationships, however, are not pure transcendence. Like the models on the yacht, people have needs and they will often fill it with somebody who is not transcendent just because they need some immediate sex, companionship, affection, beta bucks, etc… But this transcendence is to me the deepest and most attractive thing about a human.

Many people in relationships choose to disassociate their self from their own body and simply live in their partner’s mind, experiencing their partners’ emotions rather than their own, because their own
emotions suck. These people often lose their identities and become worthless appendages to their partner. Why develop a personality and interesting life when I can just free ride off of the interesting life my partner created? This is obviously incredibly dangerous because once these people lose their partners their life becomes shattered and the source of all their positive emotions disappears, and it is a long, difficult road for them to develop their own identity again.

Sometimes two people vicariously experiencing each others’ emotions creates an infinite loop, like two mirrors facing each other and reflecting the other infinitely. When a man and woman emotionally connect, the man vicariously experiences emotions through the woman’s mind. But the woman vicariously experiences emotions through the man’s mind. So the man is experiencing himself vicariously through her, but she is experiencing herself vicariously through him, so therefore he is experiencing herself through himself through herself through himself, ad infinitum. This infinite loop of vicarious emotions is why relationships are a mindfuck for so many people. And if you are stuck in this infinite loop, you sometimes forget that your “self” belongs to your own body, not hers, and now your “self” is floating between your two minds, and she can destroy your “self” by simply disconnecting her mind from yours.

**How to ruin your transcendence**

To ruin your transcendence, just fill your mind with junk. If she peers into your mind and all she sees is video games, porn, and garbage, she will not be impressed. I don’t play a lot of video games, but I basically know that the joy and growth you can get from video games is limited compared to other pursuits, so there is no infinity at the end of the rainbow. Maybe one of you gamers can prove me wrong, but I’m pretty sure I am right, and I am also pretty sure that most women would agree with me.

Another way to ruin transcendence is by having a mind full of anxiety, depression, negative thoughts, etc… When she peers in your mind, she wants a better experience than her own mind. Depression and anxiety are also not transcendent: they are limiting and paralyzing. Depressed people are not “interesting”: they are easy to figure out.

Fortunately, women cannot really see into your mind because mind-reading is not real yet. She can only see the image you project. Women can get a good sense of what’s going on in there because they’ve developed a very good ability to read men’s emotions, but it is possibly to successfully “fake it till you make it” and give off a confident, joyful demeanor, at least on the outside.

A more common way men ruin their transcendence is getting overly emotionally invested in the woman, which means filling your thoughts and emotions with her and not your mission. If she peers into your mind and just sees herself, she will not think you are transcendent because she is not getting access to anything beyond herself. She is just back where she started. Even if you do have a cool life, she will be forced to think that whatever cool shit is in your mind is less interesting and exciting than her, because if it was more interesting and exciting than her, you would be focused on that other stuff, not her. And women know exactly how cool and interesting they are.

Even worse, if a woman’s mind if full of anxiety and depression, she will not want to emotionally connect with a guy who is emotionally invested in her because if she vicariously experiences life through him, she will be vicariously experiencing herself and her own anxiety and depression again, creating an infinite feedback loop where she feels infinite anxiety and depression. This is why even a little emotional over-investment makes women run.

Similarly, validating yourself to a woman, supplicating to a woman, doing things for her that she
doesn’t deserve, and letting her throw you off of your mission will ruin your transcendence because she will again think that your life is not transcendent if you are going out of your way to accommodate her.

The danger of transcendence

Like all human impulses that are originally designed to be noble, our desire for transcendence has dangers.

For one, it is easy for losers to create an optical illusion of transcendence even when their mind sucks. No matter what is actually going on in your mind, if you ignore somebody they may think you are transcendent because they just assume that what’s going on in there is more interesting and better than them. This is where the brain’s attraction to uncertainty dooms it.

Often when a person gets dumped they obsess over what their crush is thinking about and they seek “closure.” But their crush is not thinking about anything interesting or amazing – they just are not thinking about them. The more impressive of a girl I am around, the more I force myself to think about other stuff around her because it makes me look mysterious. If she is the most interesting girl in the world, and I do not fill my thoughts and emotions with her like most guys do, she will assume that my mind is full of much more interesting things, even if it is not.

Secondly, our attraction to transcendence makes us attracted to weird, crazy and damaged people simply because our minds cannot figure their minds. Like many guys, I have been attracted to “crazy” girls because I wanted to figure out what the fuck was going in her mind.

Our desire for transcendence can motivate us to work hard to achieve our goals, to learn about the universe, and to become a better person. That same desire, however, is what pushes some people to push their body’s limits with drugs, to explore bizarre and harmful sexual fetishes, and to indulge the darker parts of their mind. Just like a weightlifter who successfully completes a lift wants to increase the weight next time, an alcoholic who goes on a bender will want to go on an even crazier bender next time. A crazy lady who destroyed her face with plastic surgery, or a hoarder who is living in filth are people who had indulged their desire for transcendence in a negative way. Sometimes positive people get so hooked on transcendence that they seek negative transcendence as well. Many of the most talented artists and successful businessmen also become the biggest drug addicts, form some of the weirdest habits, and go down some of the weirdest political/social/religious wormholes.

People seeking transcendence in negative ways are sometimes attractive because their desire to push the limits of their mind makes us feel like they are transcendent. I have noticed that men get oneitis most often when the girl is a mixture of positive transcendence and negative transcendence. He starts to not be able to tell the difference and instead of realizing that she is an asshole or an impulsive alcoholic, he thinks of her attitude or her impulsivity is part of her awesomeness.

Does this apply to men?

Although men are different than women emotionally, men are also attracted to sex. Men have an immediate desire for sex, and are often willing to overlook a woman’s mind to get straight to the sex. Once the excitement of the sex wears off, however, men oftentimes lose attraction because the woman’s mind is boring, oftentimes because she is overly emotionally invested in him.

On a deeper level, men oftentimes put a woman on a pedestal not because she deserves it, but because the man is unhappy with his own life and wants to live a “better” life through her. Men who put women on a pedestal often think that all hot women have amazing, fun lives where they get
everything for free and do not face the same challenges and struggles other people face. These guys usually do not have a lot of experience hanging out with and talking to beautiful women so the very fact that she is a beautiful woman makes her transcendent to him and he feels like she is some magical creature that exists in a reality fundamentally apart from his own.

Men also place women on a pedestal because they think, sometimes consciously and sometimes subconsciously, that the woman will make their sadness disappear: the sex will make them feel better, society will respect them more, she will stroke his ego, etc… Essentially, they will be able to wash all of their negative emotions through her because of her incredible life. This is, of course, wrong – women want to wash their negative emotions through YOU, not vice versa. Your oneitis is selfish – you don’t “love” her; you want to use her to make yourself feel better. Women know that, which is why they run from guys with oneitis and run towards guys with little emotional investment.

In an ideal relationship, both parties are transcendent in their own ways and help each other grow and expand each other’s minds, without one party being a worthless appendage to the other. In most successful relationships, the two parties spend a lot of time apart, and have their own separate hobbies and interests.

**Call to action**

• Follow your mission at all costs. If a woman does not fundamentally understand your mission, do not feel like you need to “dumb down” your life or give up your hobbies to make her happy. You resisting your efforts at pulling you down will make you more attractive to her.

• When interacting with women, there should always be a part of your mind that she does not have access to. These can be hobbies, interests, whatever. You need alone time to pursue your passions without her monitoring you.

• You should always be improving yourself – remember, you must be a moving target!

• Don’t base your happiness on somebody else’s life.

• Keep a transcendent frame.

The “transcendent frame” is a tricky concept, so I need to explain it.

To hold a “transcendent frame,” when you interact with a woman, you must feel and speak like you are infinitely higher than her in every way. This is easier said than done: it takes a lot of work to transform your feelings, thoughts, and actions to the point where you feel worthy of her, much less better than her, much less INFINITELY better than her. “Get confident quick” PUA schemes are bullshit and play on the fragility of the male ego and our desire to get results quick. But those schemes only teach you some of the things a confident man would do or say – they do not fundamentally transform you into a confident person because that transformation takes WORK. To be able to hold this frame, you must clear your mind of insecurities, depression, anxiety, self-limiting beliefs, etc… Here are the steps to create a transcendent frame, but it may take you a lot of work before you can actually follow the steps:

1) Look at all of her thoughts and emotions. Eliminate the negative ones. You don’t accept or entertain negativity in your thoughts and emotions under any circumstances. You have no absolute need for anybody, so the moment they introduce negativity, you can let them go.

2) Of her positive thoughts and emotions that are left, you can produce those as well, but infinitely moreso than her. If she is happy, you are infinitely happier. If she is confident, you are infinitely more confident.
3) Don’t get mired in her anxiety, or negativity, or petty thoughts. If she wants to talk about something that isn’t awesome, don’t. Imagine you just walked off stage from playing Madison Square Garden to thousands of adoring fans. If some woman walked up to you, would you want to talk about her cat or some argument she had at work?

4) Be confident. If your emotions are just her emotions but times infinity, you can do and say anything because fundamentally, a conversation is just an exchange of emotions, and your emotions are in the right state.

5) Stimulate yourself and her by constantly raising the intelligence and emotional level of the conversation. The conversation is not you supplicating to her; you should also enjoy it. Make the conversation interesting, smart and fun.

One last note

You may ask yourself “if a man is transcendent, why would he ever need a woman or want to talk to her?” My response is that a man can be transcendent but still need others. No man is an island, and every man needs help from his friends, his community, and ultimately, he needs a woman. Just as a CEO needs employees and God needs humanity, a transcendent man needs good people in his life. The difference between a transcendent man and a beta male is that a transcendent man has options and will quickly kick his friends or women to the curb if they mistreat him.
Many men in modern society suffer from feelings of inferiority, and I am trying to create a program to “fix” these feelings of inferiority.

In the primal dominance hierarchy, the alpha male sits at the top and does whatever he wants, and the lower-ranked apes obey and submit to the alpha male. Evolution enforces the dominance hierarchy by inducing feelings of anxiety into the lower-ranked males. Social anxiety is when individuals who see themselves as “lower” in the dominance hierarchy feel anxiety whenever they even consider doing something they think may offend the alpha male.

I believe that many of the problems face, especially those relating to women, stem from experiences in their life that have caused them to feel like they are the inferior male in the dominance hierarchy. These circumstances can include bullying, abuse, a history of failure, a lack of good family and/or friends, or a myriad of other circumstances. The symptoms of this inferiority complex include anxiety (both generally and socially), depression, poor performance with women, social isolation, lack of self-esteem, lack of motivation, addiction, self-destructive behaviors, and many others. People with subconscious or conscious feelings of inferiority are often afraid to approach women, supplicate to people for nothing in return, fear confrontation, and generally see themselves as “beneath” other people.

To my knowledge, there is no complete program on the internet to fix the specific problem I am identifying (if there is, please let me know). Therapy is not enough because, even if the therapist correctly diagnoses the problem (which is probably rare), the subject will not improve unless they engage in a strict routine of lifting, meditation, self-improvement, and practice in social settings.

Feelings of inferiority are very common and in fact, everybody has these feelings to some degree because we are all inferior in some way to some other person. The age of mass media is constantly making us aware that somebody is better than us at whatever we do. The challenge, however, is to not allow the reality that we can improve to congeal into a general feeling of inferiority. I am not trying to create a bunch of arrogant douchebags – I just want guys to realize that if another guy is better than you at something you should not feel emotionally “beneath” him. He’s just a person and you can reach his level if you work hard enough (usually).

The following is a “first draft” of my program. My goal here is to create a “mandatory minimum” set of steps one should take and a series of steps anybody can take. So for example, in the “lifting” section I say that one should work every major muscle group once a week. I actually think you should work out more than that, but I wanted to create an absolute minimum baseline. There is a ton of stuff you can put on this list, but I wanted to put only that stuff is absolutely required for everybody and not subjective or controversial. I realize that people’s daily schedules are unpredictable, so I have made all my recommendations on a weekly basis. Ideally, everybody would have a chart with a checklist for each week, and they would check off all of the elements as they accomplish them each week.

I am not an expert on this, so I am curious to see what people here think is “absolutely required.” The program is divided into four separate steps. The steps are designed to be chronological in order but also concurrent. So for example, you need to learn to love yourself before you confront people,
but you should continue working on loving yourself after you get to the point where you can confront people.

The program is also meant to be a religion rather than a guide. By “religion” I mean that you shouldn’t read this and say “wow, that’s interesting, maybe I’ll try some of that someday.” Instead, this should be an ongoing program you should immediately commit to and do no matter how you feel that particular week or whatever else you have going on. Part of the reason I created this program out of mandatory minimums and uncontroversial tasks is to eliminate any excuse anybody could have to not immediately commit to and stick to this program.

Finally, this program is not an overall “be an awesome guy” program. Rather, it has a specific goal – to eliminate feelings of inferiority. Many “beta” males and those with feelings of inferiority are perfectly successful in our society and their submissiveness is often an asset in their professional life.

Clean your mind

Anxiety and depression often team up to cause, and then feed off of, pointless rumination and thinking in the head of the subject. Because this thinking is subconsciously influenced by the thinker’s anxiety, depression, and fear, this thinking congeals into false, self-limiting, and negative beliefs. Because the brain of a beta male is a factory constantly creating new negative beliefs based on his negative emotions, it is difficult to overcome these negative beliefs by only reading or watching stuff. You must change your emotions first. However, throughout this entire process you must be diligently analyzing yourself, identifying irrationally negative beliefs, and eliminating them. This is hard because these beliefs are deeply subconscious and have become such a part of your wiring that you have accepted them as self-evidently true.

The modern media and internet landscape also deluges us with information, much of which is negative and often designed to perpetuate feelings of inferiority. Most philosophy, religion, and modern self-help is also just useless speculation, over-analyzation of simple concepts, and marginally helpful advice. Much of the “positive” information we learn is often factually true but irrelevant in most contexts, incomplete, ideally good but useless practically, or does not produce an adequate return on investment.

To retain our sanity and positivity, we must limit our information intake somehow. Here are my steps to clearing your mind.

Engage in some type of spiritual practice for 2 hours a week This can be meditation, prayer, rituals, contemplation, or even just reading. By “spiritual practice” I mean any activity that focuses all of your thoughts and emotions on something “spiritual” or “higher” than your mundane daily thoughts and emotions. Under my definition activities like hunting, surfing, and even psychedelic drugs can be spiritual practices if one’s thoughts and emotions are fully engaged.

I know it will be controversial to call spiritual practices mandatory, but I believe that if a man is caught in an emotional death spiral – bad emotions create bad thoughts which create bad actions which create bad emotions, etc…, one must break out of that cycle by stepping outside of one’s normal thoughts and emotions, at least for a little bit. The irony is that most people already engage in “spiritual” practices where they check out of their daily life (getting drunk, playing video games, watching mindless movies) but because the thing they are occupying their mind with is worse than their regular emotions, they just get pulled deeper into the emotional death spiral.

Limit your intake of knowledge that is not practical Many of my clients are “over-intellectualized,” by which I mean they spend hours and hours a day reading, watching videos,
thinking, discussing, etc…, but never actually DOING anything. Ask yourself honestly “what is the practical use of the information I am consuming?” If the answer is nothing, or very little, you are consuming information for recreation and nothing more. It’s fine to consume information for recreation, but you must limit that intake to 15 hours a week – I know that sounds a lot, but again, I am just shooting for a mandatory minimum.

For example, I realized that following politics was mental masturbation for me. I was becoming afraid, angry, self-righteous, and arrogant (because I thought I was smarter than people who didn’t follow politics) over stuff that I had no ability to affect. I still love politics, but when I read about it now I know that I am doing the same thing as a guy who plays dungeons and dragons.

Most mental masturbators do not realize this, but they subconsciously enjoy consuming useless information precisely because it is useless. When consuming useless information there is no consequence to being wrong, there is no real challenge to overcome (you can quit reading any time it gets boring or hard), and there is no schedule or curriculum you must follow.

My clients justify their mental masturbation by saying stuff like “I need to learn about the world” or “I need to find myself” or “I don’t want to look stupid” or “I need to know my beliefs.” My response is that if you are not practically applying knowledge, it is useless. Your “beliefs,” what people think of you, and what you think your “self” is, are all irrelevant - what you DO matters.

**Fix your beliefs**

As I stated earlier, if you have feelings of inferiority, fixing negative beliefs is like playing whack-a-mole because your brain is constantly creating new negative ones. This is why improving your emotional state is much more important than “figuring out what you believe.”

Nevertheless, you should be squashing counterproductive beliefs the moment you encounter them. I cannot tell you what you believe, but I will generally say this: the world is infinitely complex and constantly changing, so nobody can really ever know anything. Anything that anybody knows is subjective, temporary, and most likely incomplete. Therefore, any fact you think or know or believe you have can be wrong, and you must proceed with that sort of “open mind.” The sheer uncertainty and possibility in the world can became dark and terrifying if you are wired negatively emotionally, so you must encounter these types of questions with a positive mindset, not a negative one. Take 15 minutes a week to write about some of your beliefs and “stress-test” them to determine if they are bullshit or not. Here is a test I use: if any belief or thought tells me to not take actions, it is immediately invalid and irrelevant.

**Learn to love yourself**

Because people at the bottom of the dominance hierarchy depend on the alpha male’s acceptance to remain in the tribe, people that feel inferior become emotionally dependent on people they see as above them for validation and approval. The most common example is a man who needs a woman to maintain his self-esteem, but this can also occur with friends, family, your boss, society, the media, etc…

The goal for this step is to disconnect your self-perception of your value from what others think of you. Your assessment of yourself should be based on objective factors, not the compliments or insults of other people. The best way to do this is to engage in some type of activity that produces objective results. This is why people who play sports are generally more successful in life – they have self-esteem because they can point to the scoreboard. People will always try to tear you down, but if there is an objective measurement of your success, you will care less what they say.

To product objective results, you must engage in a hobby or business where you produce rather than
consume. If you ask most people about their hobbies, they will say things like “reading, watching movies, going to brunch, etc…” – in other words, CONSUMING. Some consumption is fine, but it does not produce any objective results that can improve your self-esteem. You must PRODUCE. Ideally, you should have at least one hobby that involves art and one that does not. Art is a great way to produce, but because there are no objective standards for evaluating its quality, it may become self-masturbatory for people.

I will say that you need to spend one hour a week on a creative activity and one hour a week on some other kind of productive activity.

Even if you do make objective progress, you still need the emotional feeling of love. It’s just a fact that humans were wired to need to feel loved, and unfortunately a lot of people with inferiority complexes never received love growing up. Some of my clients tell me “well I’ve always been an outcast, so I don’t need people.” Nope. Wrong. Everybody is wired to feel like they are part of the dominance hierarchy, so you can’t just check out and say “I don’t need people.” Everybody needs people, even the loner who lives in the woods by himself. By remaining an outcast, you are just perpetuating your feelings of inferiority.

Fixing this is incredibly difficult, and probably one of the hardest parts of this entire program.

First, you need to find at least three people who love you – friends or family. By “love” I mean that these three people must support you and provide you positive emotions no matter what your material conditions are and what you are going through – in other words, love with no conditions. You cannot use a romantic relationship as a source of “love” in this sense because the “love” of a woman in a romantic relationship is almost always predicated on certain conditions.

For some of you, finding three people who love you will be difficult. For others, it will be easy. For those of you who already have people who love you, reconnect with these people and do not take their love for granted. You have a biological need to feel loved to feel like you have a place in the dominance hierarchy. For those of you who do not have three people who love you, you must find it somehow. You may have to find some new friends and really put the work in to prove to them that you are a good person. It is worth doing this even if your new friends are “losers” – remember, you literally need the emotion of being loved so their loyalty and constancy is more important than their attractiveness, money, fun, etc…

Next, you must confront your past trauma and eliminate the subconscious thoughts that first caused you to feel inferior. This will require deep, painful self-examination and you may need to get a therapist (please remember that many therapists are bad). Once you figure out what originally caused you to feel inferior, you need to simply release these thoughts and feelings. I think that many people subconsciously think that they need to hold onto these negative feelings because they must be self-critical to “stay in line” or “be humble” or “do the right thing.” There is nothing wrong with being self-critical or humble, but your humility must be based in logic rather than feelings of inferiority. If you made a mistake in your past, make an objective analysis of that mistake, figure out what you did wrong, vow to never do it again, and then MOVE THE FUCK ON. Holding onto negative feelings based on past failures will hinder you emotionally.

Finally, you must eliminate your emotional “needs.” Modern society is designed to make men and women feel inferior by constantly making them feel like they are worthless if they do not make a certain amount of money, drive a certain kind of car, wear certain clothes, etc… The media constantly bombards us with images of people living amazing lives, and we fail to consider that many
of these images are fake or leave out the struggle and difficulty those people. Many modern men believe they need to have sex with lots of beautiful women or they are somehow inferior, not realizing that the vast majority of men do not regularly have sex with anybody, much less beautiful women. The more “needs” you eliminate the less inferior you will feel. Although you should always seek to improve yourself, you should not weigh yourself down with the emotional feeling that you need to have thing X or have accomplished thing Y or else you are a failure.

Let’s take one hour a week to do one of the aforementioned things to make ourselves feel more loved.

**Create your list of boundaries**

Every man should have a list of “rules” that govern his social interactions. It is even more important for a “beta” male to have this list because, as a beta, your emotions will naturally push you to supplicate to others. Part of overcoming feelings of inferiority is rationalizing and verbalizing actions and thoughts that had previously been emotional and unspoken. Once you start actually verbalizing the things you are doing for girls, your friends, and your boss, you will often realize how absurd you sound and how much of a doormat you are being.

Creating a list of rules is like creating a list of beliefs: if you naturally see yourself as a beta, your brain will constantly create “rules” that are too permissive of bad behavior and too submissive. I cannot create a complete list of rules for every man, but I can create a framework for you to analyze your rules wither. You should also run your “rules” by other (reasonable) people to see what they think.

**My framework** Generally, everything you do for another person will fall under one of two categories: obligations and charity. An “obligation” is something you must do because it would be morally wrong to not do. For example, if somebody agrees to meet you at 8 PM at a restaurant, and they show up on time, but you show up late, you have done something wrong because they DID something for you and you did not return the favor. Generally, you are only obligated to do things for people if they have done, or will do, the same for you. Other people’s words do not create obligations for you, but their actions do. So if somebody says “I promise I will be there at 8” you don’t really have an obligation towards them, but if they have a history of showing up on time, then you should show up on time. Nevertheless, a promise creates an obligation on your part, and I also assume the best about people, so if I make plans to meet somebody at 8 PM, I will show up on time.

Everything else you do is charity. Charity is doing something for somebody they do not deserve because they have not done the same for you. There is nothing wrong with charity – giving to others feels good. But do not expect anything in return for charity. If you do expect something in return, then you are not doing charity at all – you are being a “nice guy” and trying to curry favor with people by doing stupid little favors for them. For example, buying a girl a drink at a bar is charity – she has not done anything for you, and if she leaves and fucks another guy after you buy her a drink, you cannot be angry because she had no obligation to you.

The charity/obligations dichotomy is a good starting point for creating boundaries. Whenever you feel pressured, either by yourself or others, to do something for somebody, ask yourself whether it is your obligation or charity. If it is not an obligation, do not do it unless you are totally fine with receiving no return on your investment.

I am not imposing a specific weekly program for this. This should be an ongoing process.

**Become manlier**
At the most primal level the alpha male of an ape tribe received that title because he physically defeated the other apes. Period. Therefore, I highly recommend a workout program to help eliminate feelings of inferiority. I am not saying you should fight people or become some tough guy douche, but you must feel like you at least have a chance in a physical struggle with another man. Again, the following workout program is the mandatory minimum.

**Cardio** 30 minutes at least twice a week, preferably 4 times a week.

**Lifting** You should engage in some type of lifting program where you target all of the major muscle groups at least once a week. The major muscle groups are chest, arms, back, and legs. Do at least two exercises for each. Again, this is the bare minimum. Ideally, you should hit every major muscle group twice a week.

**Diet** I find it recommend to require a particular type of diet because of how subjective diet and nutrition are for people. My requirement for diet right now is that you should make one improvement to your diet every week that you can sustain over the long term. It can be a small improvement – switching from Coke to Diet Coke, eating one less cookie at dessert, etc… If you want to do more, go ahead – this is just the mandatory minimum.

Engage in some type of combat sport. I hate to make this a requirement, but I really think that if you are serious about overcoming feelings of inferiority, you need at least one hour of a combat sport for the pure evolutionary reason that the alpha male evolved to be the superior fighter. I will say one hour a week.

**Confrontation therapy**

This is the most important, yet most difficult step of this whole process. All of the steps about fixing your beliefs and stuff was to get you ready for this step.

Confrontation therapy means that you need to have social interactions with people where you do act or feel submissive. The “confrontation” does not have to be hostile, it can be as simple as an introduction. People with feelings of inferiority subconsciously feel like most people they do not know are “higher” than them, so they are afraid to even say hi to a stranger because their social anxiety subconsciously makes them feel like they may anger the alpha male and get rejected from the tribe. Most people do not understand (or believe in) this complex psychological process, which is why there is no real program that can reliably eliminate approach anxiety in everybody.

My routine for confrontation therapy: Every week, you must approach and introduce yourself to six strangers, at least three of whom must be women. If you think approaching random men is weird, then you can approach all women – you just need to get your six approaches in. These strangers can be anybody in any context: the guy at Starbucks, a woman at the gym, etc… If you feel like it is inappropriate to approach somebody in a particular context (you are at a funeral, the girl is working out, etc…), then wait for a context where you think it is appropriate, but nevertheless you must get your six approaches in.

They key to confrontation therapy is that when you approach, you must ACT and FEEL LIKE you are the superior party in the conversation. By “superior” I do not mean that should act douchey or snobby towards them – I simply mean like you must feel that at a primal level, you are higher than them in the dominance hierarchy. Many people mistakenly believe that the way to act “alpha” in an introduction is to make a very serious face and shake the other person’s hand with a vice grip. I disagree – the best way to be the “alpha” in an introduction is to smile and approach the person
joyfully.

The only real way to get rid of feelings of inferiority is to “win” these confrontations. You do not need to objectively “win” the confrontation, but you must win emotionally in the sense that you must not “feel” submissive to the other person. The person does not need to like you or accept your introduction – in fact, you can still “win” if they harshly reject you. If they reject you, there will be a brief moment where your brain will want to accept the “submissive” or “inferior” position in the dominance hierarchy vis-a-vis that person. You must resist and keep your actions, body language, and mental state in the mode of the superior person – happy, joyous and confident. If they say the rudest, meanest shit to you ever, just smile and say “ok, thanks!” and walk away. Do not get into actual confrontations or fights with people – they have no obligation to help you or be nice to you – you are working on your internal emotional state.

This is all easier said than done. If you suffer from feelings of inferiority, you will feel sick to your stomach, your heart will pound, you will feel extreme nervousness, etc… But remember, that your actions influence your emotions, which then influence your thoughts. So actions come first – you make the approach and you will feel better about it later. At that moment, it will feel like hell and you will want to curl up into a little ball, but you must power through.
A brief history of love
August 1, 2017 | by Woujo | Link | Original Link

A primary reason that modern relationships and gender dynamics are so fucked up is because pop culture constantly bombards people with an insane, bizarre, psychotic conception of “love.” Pop culture portrays love as pure emotion, and this conception has become the dominant view in the modern world, leading to almost apocalyptic levels of heartache and unhappiness.

Instead of defining what the word love means, pop culture insists that love is undefinable, unexplainable, and “magical,” and furthermore, cannot be rationally understood or logically analyzed. This lack of definition allows love to constantly change form – sometimes it is “strongly liking” (“I love ice cream!”), having sex but not being too rough (“making love”), a zombie-like state you are in (“I’m in love!”), or a selfish, meaningless declaration (“But I love her!!”), etc... The only thing modern views on love have in common is that they all portray love as a wild, passionate emotion, devoid of any obligation or practicality. Nevertheless, pop culture demands that love must “conquer” everything else, including society’s rules, everybody else’s advice, one’s career, one’s interests, and even rationality itself.

According to pop culture, love is something you randomly “fall” into and “fall” out of with no forewarning or rational explanation. If you “fall” in love, you should drop everything and run to the person you love, no matter what the facts are. And when you “fall” out of love, well, you are free to leave, no matter what promises you made.

The pop culture conception of love is so deeply ingrained in modern people’s consciousness that people think it is totally acceptable to make a ton of commitments and promises to a person, and then leave the moment they’ve decided they’ve “fallen out of love.” Pop culture love is why women feel no shame in going on the Jerry Springer show and proudly proclaiming that their affair with a married man is beautiful because they are “in love.” Pop culture love is also why people allow themselves to endure all kinds of abuse and terrible behavior from their significant other.

In this article, I explain what I think love is, and I then briefly describe the historical processes that caused modern man to arrive at this twisted conception of love.

What is love? (Baby don’t hurt me)

To start with, I believe that love, like everything else on this earth, can be rationally understood. The moment you accept that something is fundamentally irrational or “magic” you allow yourself to be controlled by your emotions or whatever nonsense powerful and charismatic people are selling. Love is beautiful and the fact that it can be rationally and maybe even scientifically understood does not detract from its beauty.

True love is a contract between two people where the parties promise to do whatever is best for each other. You should only enter into this contract with people you like and feel attraction to, but once you are in, you must take the contract seriously.

Different types of love exist: love between friends, love between a parent and child, love between a man and a woman in a sexual/romantic relationship, etc... Each different type of love imposes obligations on the parties, depending on the nature of the relationship, the individual themselves, and the circumstances of the relationship. Ideally, you determine what is “best” for your beloved by cold, rational calculation, and not your selfish desires. For example, you may want your child to go to
college near you, but it may be better for your child to go to Harvard.

Under my definition of love, you can love everybody commensurate with your relationship with them. Your love for your neighbor will be different than the love for your child, because your obligations to your neighbor are different than your obligations to your child. One day, ideally, all the world will come to love each other, but all we can do now is love people until they prove that they do not deserve our love.

I believe that once two people commit to loving each other, an emotional bond forms that I call the “real love emotion.” The real love emotion is the feeling derived from the knowledge that there is another human being in this cold world that cares about you and will do whatever is best for you. The real love emotion is also the warm, happy feeling you get when you make that commitment to another person. We are wired to both receive love AND give it. When two people commit to doing the best for each other, they create an infinitely positive feedback loop.

The real love emotion is the most primal, important, deepest, and strongest human emotion. It defines the difference between a fundamentally emotionally stable and happy person and one who is not. It should underlie all your other emotions like an operating system constantly running in the background and a person without it will feel empty and constantly need cheap pleasures: drugs, narcissism, distractions, etc... People who feel loved also like cheap thrills, but they do not have the same empty void to fill like a person who does not feel loved.

Because the real love emotion is completely unrelated to the other person’s looks, personality, status, possessions, family, or any other tangible thing, it can form between any two people, no matter how different they are, so long as they commit to loving each other. Real love does not require physical presence either – you can love somebody from afar as long as you are doing what is right for them. You can get the real love emotion from your friends, family, or even spiritual practices.

The constant, primal human desire to feel the real love emotion is best satisfied when we are actually loved. If you feel like your partner will leave when circumstances or feelings change, that bond will feel weaker. We can lie to ourselves that we are loved, but ultimately reality will intervene and crush our soul if it is not true. This desire is why people sometimes form an unhealthy attachment to animals and also why troubled young women, sometimes as young as teenagers, have children just to feel loved.

Some may argue that an alpha male does not have the same desire to feel the real love emotion that a beta male or woman would have because the alpha has no evolutionary need for anybody else’s help to obtain food, shelter, sex, and protection, so therefore evolution did not create that desire in him. I don’t know if this is true – I think it is very possible that the alpha male also evolved to need to feel love from the people in his tribe. But whether or not the alpha male needs love, no human man can feel like an alpha male at every moment. Every man has moments of weakness and vulnerability, and in those moments he needs to feel that there is somebody or something in this cold world that will help him.

Of course, people can feel a connection to each other through other emotions. I call these emotions the “peripheral attraction emotions.” Examples of peripheral attraction emotions are physical attractiveness, sexually desirability, fun, personality, money, status, etc… There is nothing wrong with peripheral attraction emotions, but I do not consider them part of “love.” In fact, peripheral attraction emotions and love are sometimes directly at odds – love requires you to do what is best for the other person, whereas peripheral attraction emotions are fundamentally selfish. My peripheral
attraction emotions may want me to make a woman my fuck buddy but if I “love” her, I may encourage her to settle with a guy who will commit to her. Similarly, my peripheral attraction emotions may prevent me from confronting a drug addict friend because I don’t want to ruin our fun, but real love would require me to do so. The peripheral attraction emotions are temporary, which is why conflating them with love has caused so much heartache in the modern world.

My conception of love radically differs from pop culture love. Under my conception, there is no “falling” in and out of love. Love is purely a contract you enter into – after you sign on the dotted line you are in “love” and obligated forever. It is weighty and difficult. Mere pronouncements, promises, and feelings are not enough – love requires daily action. And you cannot love somebody until you have your own life together. Love is not a fun distraction from self-improvement – it is an integral part of it. A drug addicted loser who constantly needs handouts and help from others cannot “love” a woman because he is incapable of doing what is best for her.

In some ways, my conception of love is unattainable because you can always become a better person and do a better job of doing what is best for the other person. But that’s ok – I would rather love be an unattainable ideal we struggle to reach than a goal we feel like we’ve accomplished.

My version of love does not require self-immolation. If the other person cannot or will not commit to doing what is best for you, you are free to break the contract and stop loving them. In fact, you MUST break the contract. If your beloved is a lazy drug addict, they cannot do what is best for you, so they cannot love you, so you should not love them. My version of love actually requires a form of selfishness, where you focus on optimizing yourself first before you try to help others, because you cannot help others if you are ruining yourself. You cannot give if you have nothing to give. If “loving” somebody is diminishing you as a person, you are progressively becoming more unable to do what is best for your beloved.

Some philosophers define love as “doing things for other people and asking for nothing in return,” which sounds nice, but I think that type of love is unrealistic and unsustainable. Also, subsidizing and encouraging bad behavior by somebody is not doing what is “best” for them – it is creating a monster.

I do not intend my conception of love to be too harsh or rigid. I understand that people have problems in their life and it is wrong to leave somebody in their time of trouble or weakness. This is especially true with children. Sometimes you must tolerate bad behavior from children because they do not know better.

But to determine whether you should break a love contract, you should ask yourself certain questions. Is your beloved is acting badly because of genuine difficulties, or because they are just a shitty person who doesn’t care about you? In other words, is your beloved going to get better if you help them or continue to be shitty? Is your love actually helping them or just enabling and encouraging their bad behavior? Are you doing all this stuff because it is rationally what is best for your beloved, or because you are in the grip of irrational emotions? Is your love for this person destroying you? Remember, their blood is no redder than yours, and their life is no more important than yours.

A modern person might criticize my conception of love for ignoring emotion. I respond that the real love emotion is a very strong emotion, and the real love emotion coupled with the knowledge and feeling that the other party will keep their end of the contract will motivate you to keep the contract. Second, although the peripheral attraction emotions are not “part” of love, they are necessary for a healthy relationship, especially in the romantic context. You should not enter into the love contract
with somebody you are not attracted to or do not like.

The interplay between peripheral attraction emotions and the real love emotion

Although peripheral attraction emotions are not technically part of love, they are incredibly important because human beings are apes and we have certain emotional and physical wants and needs. We need sex, we need food, we need shelter, and we need affection. If we do not get those things, it will be difficult for us to commit to loving somebody.

A healthy conception of love would view peripheral attraction emotions as necessary preconditions that must be fulfilled so that the real love emotion can form. Peripheral attraction emotions are like a bridge connecting two people that allows ivy to grow from one person to another, the ivy being the real love emotion. If the bridge weakens or falls the ivy also usually goes with it, unless the ivy is very strong. The ivy wants to grow no matter what, so if there is no bridge to another person, the ivy will grow on some other structure, often in a twisted or bizarre way.

However, the same way a cocaine addict cannot enjoy other parts of life if they are deprived of cocaine, people can become addicted to peripheral attraction emotions and ruin their ability to feel the real love emotion. For example, if a guy feels like he must have the hottest blonde at all times, he is naturally going to hop from woman to woman and never develop the real love emotion with any of them. Similarly, if a woman becomes addicted to rich men who buy her shit all the time, she will not be able to form the real love emotion because she will get bored of guys who stop spending money. Also, men will realize she’s just a gold digger and kick her to the curb when they find a cheaper, hotter hooker.

Interestingly, the media and entertainment industry encourages us to become addicted to peripheral attraction emotions by bombarding us with images of beautiful people, huge mansions, celebrities, fabulous lifestyles, crazy porn, etc.... Yet movies and TV shows simultaneously shame people who are attracted to money, appearance, or alpha males as “shallow,” while praising people who are attracted to stuff like personality (whatever that means) or shared interest in movies. Both messages are wrong: there is a room for attraction to appearance, financial stability, etc.…, but one must not become addicted to those things, lest you constantly chase a stronger high.

The mixed messages sent by pop culture creates the worst of all worlds: people become addicted to peripheral attraction emotions, yet simultaneously feel ashamed of their addiction, so they date or marry a person whom they are attracted to for the “right” reasons, and then chase their addictions on the side. For many, a vicious cycle develops - because people are starved of the real love emotion, they chase ever more extreme versions of the peripheral attraction emotions, which cause them to have even more difficulty obtaining and keeping the real love emotion.

Ultimately, true love requires controlling the peripheral attraction emotions. Your wife will not be hot forever. Your kid will not be likable all the time. But the goal is to force your rational responsibilities and your real love emotion to overcome your peripheral attraction emotions, which are lower emotions.

The science

The following is therefore a very rough sketch of the relevant science, with the caveat that I am not a scientist.

Scientists have discovered many neurochemicals that are related to attraction and bonding between two humans, including serotonin (a neurotransmitter often associated with spiritual or mystical
experiences – what your brain releases when you do psychedelic mushrooms), dopamine (a neurotransmitter associated with pleasure – what your brain releases when do cocaine, have sex, eat chocolate, etc...), adrenaline (a hormone that gives you energy), oxytocin (a powerful hormone released by men and women during orgasm which scientists believe is associated with feelings of attachment), vasopressin (a hormone that works with your kidneys to control thirst and has also been linked to feelings of attachment), testosterone (the male sex hormone), and estrogen (the female sex hormone). Many of these chemicals are associated with human “reward pathways” that are designed to make us feel good when we do something beneficial for our survival and reproduction. Of course, other, undiscovered reward pathway chemicals may exist.

These chemicals, as you may have been observed, are mostly related to the peripheral attraction emotions, at least partly because even scientists’ view of love is influenced by pop culture. Most scientists probably do not even know about the concept of the “real love emotion” and even if they have, it would be difficult to link the existence of the aforementioned neurochemicals to this particular conception of love using scientific methods.

A brief history of love

I present here a brief history of love. I make crazy overgeneralizations and oversimplifications (i.e., summarizing the entire Enlightenment in a sentence) to stay brief, so a real historian/philosopher would probably rip me a new butthole.

When I say “people in traditional societies thought like X” I don’t mean that every single person in those societies thought like X – I mean that X was the general prevailing thought pattern and was enforced by the powerful people in society.

I note that traditional societies did not create social rules by analyzing science, but rather by aggregating the life experiences and feelings of many people, observing subtle nuances of human behavior, creating general rules with this information, and then incorporation and synchronizing these rules into the tradition. This complex process allowed traditional rules to capture complex and subtle truths that science often cannot. This complexity, however, made traditional knowledge vulnerable: most members of the society could not rationally articulate why these rules were correct, and the younger generation were expected to unquestioningly accept the tradition without adequate explanation. An inadequately articulated and defined tradition is vulnerable, which is how modern and post-modern thinkers easily destroyed tradition by simply articulating sensible-sounding counter-arguments.

In my history, I do what I call “back-conceptualizing” – I describe social phenomena in bygone eras using concepts that the people in those eras may not have used or even been aware of. Historians do this all the time – the Enlightenment, Dark Ages, and Renaissance are just labels that modern people created after the fact to help understand those periods. Feminists back-conceptualize all the time. For example, they say that in traditional societies women were treated as “property” although nobody back then was consciously thinking “my wife is my property.”

Love in traditional societies

Most traditional societies viewed love similar to how I view love – as a contract whose terms depended on the nature of the relationship. In a parent-child relationship, for example, the child traditionally had an obligation to obey the parent, and the parent had an obligation to take care of the child. In male-female relationships, the contract was formalized by marriage (most traditional societies did not allow pre-marital sex or even dating), and each party was obliged to remain faithful
to the other. Fidelity in traditional societies often had a far stricter definition than in the modern world; in some societies women were not allowed to even speak to another man without the permission of their husband. The man was usually obligated to work and provide for the family, whereas the woman was obligated to take care of the home and the children and to obey the husband. These contracts were enforced by society if a woman was unfaithful to her husband, not only could her husband divorce her or punish her, the entire society would stigmatize her, leaving her a social outcast, sometimes on the verge of death. Sometimes adulterous women were killed. These rules were supposed to apply to men, but were often enforced unequally.

Biblical love is the epitome of “love as a contract.” In the Bible, God enters into a covenant with the Israelite people. The word covenant just means contract. Each party to the covenant was bound by certain obligations, including the duty to love the other. God promises to love the Israelites and the Israelites promise to love God. This is clearly not pop culture love. How can one be “obligated” to love God emotionally when one cannot see, feel, or talk to God? And when God loves humanity, he clearly does feel emotional the same way a modern person feels “in love.” God doesn’t love people because they have a pretty smile or because they like Seinfeld. In the New Testament (a better translation of the ancient Greek title is actually “New Covenant”), the Old Testament covenant is replaced with a new, expanded covenant that includes all of humanity, but the “love” aspect is similar. Interestingly, God harshly punishes those he “loves” because he does what is best for them, not necessarily what they want him to do.

Emotion was generally less important in traditional societies. Most people were expected to marry somebody that was considered “good” for them according to society’s rules. The match was often made or approved by third parties, and in some arranged marriages the parties had no say at all in choosing their partner. Once married, people were expected to stay in the marriage no matter what, even if feelings or circumstances changed. It was unacceptable to leave because you had “fallen” out of love.

Because emotion was less important in traditional societies, people were often prohibited from marrying people in rival castes, tribes, classes, etc... The idea of a “soulmate” that transcended cultural lines did not exist. Poets in traditional societies often churned out poems portraying a more “modern” conception of love, but the elders in those societies prevented people from putting that mindset into action.

**Problems with traditional love**

Although the traditional conception of love is similar to mine, love in traditional societies had serious problems. To ensure social stability, people were often matched for stupid reasons unrelated to the parties’ happiness or well-being like family alliances, social segregation, business reasons, etc... Traditional societies aimed for stability, so almost everybody was matched with somebody, even if they were unlikable and unattractive. The peripheral attraction emotions were largely ignored and many marriages were miserable, often from the very beginning.

A defender of traditional marriage may argue that by obeying society’s elders, married couples would eventually develop the “right” feelings for each other. This may be true to some extent, but the truth is that some people will never like each other, no matter how “correct” their relationship is on paper. The traditional love contract was also often unclear, oppressive to the weaker party, and unfairly enforced. What happens if one person becomes an abusive, lazy, drug-addicted, asshole? Have they violated the contract or must the other party stay? Traditional societies often did not have answers for
these questions, and usually erred on the side of keeping marriages together, implicitly accepting that many people would be miserable.

In traditional societies men often abused their position of power by imposing unfair and oppressive contractual terms on women. Women (and most men) have a primal desire to follow the leadership of an “alpha male” they respect, but most men are not alpha males (nor were they in traditional societies), so weak men often held onto their dominant position in the relationship by abuse, threats, and coercion. Furthermore, men that were not alpha males often mistook women’s desire to follow an alpha male for weakness and stupidity, and treated women according to this low opinion. Women, however, are not stupid, and this oppression only increased their resentment and eventually made them amenable to feminism.

Finally, because men were in power, they would often not enforce the contracts fairly, so, for example, a woman would be punished for adultery but a man would not. “Love as a contract” only works if the terms of the contract are fair, clearly understood, and enforced fairly, which was often not the case.

Men, however, were not free of obligations, and it interesting that as social views on love and relationships evolved, many of women’s obligations have been discarded (cooking, cleaning, raising the children), while men’s obligations often still remain (supporting his wife and children financially). Perhaps this shift is influenced by feminism. A woman who does not cook or clean, and passes her child off to nannies is not considered a wrongdoer by either the law or most modern people, but a man who does not support his family is looked down upon and can even go to jail. Feminists sometimes even admit that the evolution of social responsibilities is “revenge” on men for historical misdeeds.

Similarly, there is no enforcement mechanism for marriage vows, essentially making the institution of marriage an outdated relic of the past, like an old clock that decorates a room but no longer accurately tells the time. A few friends or family may shun a cheater because they see him or her as a bad person, but a cheater otherwise will generally maintain good standing in society and be able to date, find a job, etc... There are no legal consequences to cheating, and in fact, with the rise of “no fault” divorce, a person can cheat and still be legally awarded half of their spouse’s assets.

Before you accuse me of being anti-man or anti-woman, I will note that unfair enforcement of relationship contracts is the result of a power imbalance. For example, in traditional societies, parents had disproportionate power in the parent-child relationship, so those contracts were often unfair and enforced arbitrarily. Children in traditional societies were often treated like slaves, and one of the innovations of Judaism and Christianity was to prohibit child sacrifice.

**The evolution of love**

Western civilization has a unique intellectual history, which led to a conception of “love” radically different from that of most traditional societies. I will briefly and simplistically summarize this evolution.

In the Middle Ages, when Christianity had full ideological and political control in the West, a group of philosophers known as the “scholastics” began trying to justify Christianity with logic and rationality, often using ancient Greek philosophy to help their arguments. Most modern philosophers and respected intellectuals agree that the scholastic philosophers failed at “proving” religion rationally. No matter what you think of Christianity, you must admit that certain aspects of Christianity (god, heaven, angels, etc…) cannot be rationally proven because there are no
indisputable “reasons” to accept their truth (remember rationality just means “with reason”). Although some scholastic philosophy was brilliant, much of it was absurd speculation, and the purportedly “rational” arguments were anything but. The joke about “arguing about how many angels can dance on the head of a pin” began as a knock against scholastic philosophers.

The scholastic philosophers created an important legacy, however: by re-introducing and emphasizing logic and rationality in European philosophy, and allowing non-Christian philosophers to join the conversation, the scholastics set the stage for the Enlightenment (around 1715 to 1789). Enlightenment philosophers criticized Christianity and tradition, much of which was based on Christianity, in favor of “reason,” turning the tools of the scholastics against them. Most Enlightenment philosophers were nominally Christian, probably because Christianity still held political control, but their work was subversive and often bucked Christianity and tradition.

Much of the Enlightenment, like most Western Philosophy, was a failure from a purely philosophical standpoint. Most of the “rational” arguments philosophers have made throughout history were not actually rational but rather influenced by their feelings, political and religious allegiances, accepted thought patterns of the time, and other unstated and sometimes subconscious assumptions. The Enlightenment was no different. Philosophers of all eras have been pretentious, arrogant snobs, but the Enlightenment philosophers were especially arrogant, anbelieved that they could safely throw any tradition in the trash if they could disprove it with their “rationality.” This Enlightenment tendency still exists in the modern world, and helps explain the horrific conception of love modern people have.

The Romantic movement

The Enlightenment produced a lot of great shit like science, theories of democracy, etc… But human beings are emotional animals, so any philosophy that tries to base everything on reason will lose popularity. Just as the Enlightenment was a backlash against the irrationality of Christianity, the Romantic movement (around 1780 to 1850) was a backlash against the “over-rationality” of the Enlightenment. Romanticism started as a “way of feeling” expressed in art and literature, and was only later articulated by philosophers. The Romantics emphasized emotion, imagination, spontaneity and individualism. And not just regular emotion, but deep, powerful, and crazy emotion. One could even say that Romanticism represented human’s search for transcendence in an overly mechanized and rational world.

Even though most people nowadays have no idea what the word “Romanticism” even means, the Romantic mindset has penetrated the modern consciousness so deeply that people don’t even realize there are other ways to think. In the “History of Western Philosophy” Bertrand Russell argues that Romanticism is the root of many of modern society’s worst tendencies—fake concern for the poor and oppressed, irrational rejection of tradition and morality, an unrealistic, idealized conception of reality, a rejection of practical things in favor of “beautiful” things, and worst of all, worship of wild emotions. Basically, the Romantic movement represents how far-left hipsters generally think. In art, the Romantics preferred crazy scenes of tall mountains, fearful precipices, sea storms, and according to Russell, “what is useless, destructive, and violent” to mundane, practical stuff like a lush meadow or fields of corn. In literature, Romantics rejected stories that could have happened to real people and instead focused on shit like ghosts, decayed castles, and pirates because they were only interested in shit that was “grand, remote, and terrifying.”

The modern conception of love
Modernity has combined the Enlightenment’s rejection of tradition and Romanticism’s embrace of wild emotion to create a completely nihilistic, irrational, impulsive conception of love. Movies, television shows, pop songs, popular novels, and even high-minded intellectuals and university professors constantly hammer this view into our heads to the point where people will shame you if you do not accept that the love is nothing more than a wild, uncontrollable emotion. The dominant conception of love is also irrational, based on an idealized conception of the world, and dismissive of any practical considerations – a legacy from the Romantic movement.

In love stories in movies and TV, two people that are not right for each other according to practical considerations nevertheless “fall in love.” After they are united, the movie ends. In other words, the movie ends before we can see the parties actually try to love each other.

The cycle of heartbreak

Because the modern world conflates “love” with peripheral attraction emotions, and relationships create no obligations, most people at least subconsciously know that the statement “I love you” is a temporary commitment at best and a lie at worst, subject to change when the person’s feelings change or when they find somebody they like more. A collective action problem exists in the modern world – nobody enforces love contracts, so nobody fully commits to anybody else out of fear they will get screwed. This vicious cycle causes people to act more and more selfish and insular.

The following story happens to many modern people, unless they live in a religious community that forbids dating:

In middle or high school, which are unregulated zoos of young apes acting horribly and frequently inflicting massive and lasting psychological damage on each other, boys and girls form crushes on each other. The low status boys and girls are repeatedly rejected and often form intense feelings of inferiority and resentment against the opposite sex. Unless they fix their issues, these people often become forever alone types, raging woman haters, extreme feminists, and all manner of weirdos. This resentment can develop anytime in life, but it is particularly dangerous when it happens in children, because children do not have the cognitive tools to rationally deal with these thoughts and feelings.

The “high status” or attractive boys and girls, on the other hand, get into relationships, often with no adult supervision or even adult knowledge. These relationships are often deep and passionate because teenagers have wild hormones and have never felt these emotions before. They also have not yet built defense mechanisms to getting hurt or rejected. This is why people often say your “first love” is the strongest.

However, because middle schoolers and high schoolers are stupid and immature, and not bound by any obligations, one party almost always ends up cheating or breaking the other’s heart. The pain of being rejected by your first love is extremely traumatic, causing most people to consciously or subconsciously decide to not “love” again and to reject anybody who implicitly or explicitly offers love or a deep emotional connection.

The real love emotion, however, is subconscious and can develop on its own, even if one does not seek a deep emotional connection. People’s fear of love creates a bizarre paradox: we erect a “love shield” to repel love, but we lower the love shield when people do not claim to love us, and because our shield is down, we subconsciously form both peripheral attraction emotions and the real love emotion for the emotionally distant person. In other words, we are attracted to emotionally distant people because they promise to not create feelings of attachment, but we form feelings of attachment to them anyway. This is partly why so many men and women are obsessed with people who do not
care about them at all. Relationships are a selfish exercise for most: we choose somebody we are
attracted to but who makes clear they want nothing from us, we project our own feelings of love and
attraction on them, and then we run away if they ask for anything in return.

Furthermore, even though we try to repress the desire to feel love, the real love emotion cannot be
destroyed and will express itself in bizarre and unhealthy ways. The real love emotion is often
directed by the “soulmate fantasy,” which is the pop culture myth that every person is entitled to “fall
in love” with their “soulmate,” who is “perfect” for them and thrills all of their emotions. Strangely,
nobody’s soulmate is ever a fat, lazy, drug addict – don’t those people need soulmates too?
The “soulmate fantasy” is a selfish lie. When we feel deep attraction to somebody, the soulmate
fantasy, coupled with our desire to feel the real love emotion, convinces us that our newly found
“soulmate” must feel the same way about us. Remember, movies never depict a situation where a
person’s soulmate doesn’t like them! Despite its absurdity, the soulmate fantasy provides an ecstatic
emotional high which causes us to develop insane, bizarre fantasies about our future with somebody
we barely know. The pop culture myth of “love at first sight,” provides further justification for
projecting our wildest fantasies onto a stranger, even if that person has not invested in us at all.

When we feel like somebody is our soulmate, we begin to develop the real love emotion, even when
there is no rational reason to. This is why people become stalkers. The person being stalked has not
shown adequate interest, yet the stalker has created a fantasy in his or her own head that they
“belong” together. As you can imagine, most stalkers are lonely and starved of the real love emotion.
The idea of a soulmate is insane nonsense, so people are constantly disappointed, causing them to
become depressed and lonely, which causes them to seek their soulmate with even more vigor. Many
people are deep in this vicious cycle, causing them to instantly act needy and strange in any kind of
relationship or interaction with people they are attracted to.

Pop culture portrays love, relationships, sex, and dating as fun, lighthearted recreation, which causes
people to not take these subjects seriously or think deeply or rationally about them. This lack of
seriousness is extremely dangerous, because these subjects literally touch our deepest and most
primal emotions, and can cause massive psychological damage and pain if they go wrong.

**Love and game**

Most pick-up artists and seduction gurus focus solely on peripheral attraction emotions and never
mention “love” because, like most modern people, they have no idea what love is. They also assume
that “love” is irrelevant to what they are doing. If I am correct, however, humans are always
subconsciously seeking the real love emotion, even when they think they just want random sex.

Seduction gurus mistakenly think attraction is the "link" that holds a relationship together but the
truth is that the real love emotion is the link and attraction is the scaffolding that keeps the real love
emotion in place. An alpha male who is pursuing his mission and is not a needy pushover is simply
creating a clear portal for a woman to form an emotional link to him. A man who is needy,
supplicating, or weak is clogging the portal with selfish emotions that repel women. Pop culture is
not wrong when it says that women want a nice guy who loves them - pop culture just leaves out the
fact that the man must also be an alpha male who is not needy or emotional towards them.

In fact, women feel MORE loved around the alpha male who does not supplicate to her because he is
being honest about who he is (a man whose focus is his mission), and is not trying to manipulate her
with supplication. A weak beta male cannot do what is best for her because he cannot challenge her,
protect her, be a role model for her, or expand her consciousness.

dfasdf
It may seem stupid for an adult to tell other adults how to have fun, and a lot of the advice in this article may sound obvious or banal, but I think the fundamental message of this article is extremely difficult to implement and will take lots of work to fully internalize.

**The message of this article is this: MOST PEOPLE DO NOT HAVE FUN BECAUSE THEY ARE WORRIED ABOUT PLEASING OTHER PEOPLE**

De-programming yourself of this tendency is a long and difficult process, but paradoxically, the less you try to please other people, the more people like you. Humans are attracted to high-status individuals, and evolutionarily, the alpha male (THE most high status individual) does what he wants rather than what others want. Most people, men and women, would rather follow somebody who is having fun rather than have somebody follow them or try to please them.

The following principles are necessary to have fun:

- Stop caring what other people think
- Enjoy everything
- Constantly seek better and higher pleasures
- Allow yourself to feel joy and abundance

All four principles are variants of the fundamental message: stop caring what people think of you.

**Do what you want – stop caring what people think**

Humans have an evolutionary need to be accepted, and we feel anxiety whenever we do something we feel might upset the higher-status members of the tribe, especially the alpha male. For this reason, humans are extremely conformist. Our strongest emotion is making others happy rather than having fun ourselves. But who is everybody trying to please? Evolution has determined that the best way for the tribe to stick together is to pick one guy who does whatever he wants (the alpha) and have everybody else just follow him.

Conformity makes it impossible for most people to have fun. They listen to music they don’t like, they go to places they don’t enjoy, and they hang out with people they don’t like or treat them badly because of their biological need to conform and be accepted.

Think about musical genres. In the 80s hair metal was big, in the 90s hair metal died and grunge music and gangster rap got big, then grunge died, and later electronic dance music got big. Hair metal, however, did not stop being good in 1991 and its millions of fans had no good reason for suddenly abandoning it. Musical genres, fashion trends, and other cultural trends change because a few important people decide that thing X is no longer cool, and now thing Y is cool, and everybody else just follows in conformity. If you go to an EDM concert (or whatever music is popular today), you will see that a lot of people there don’t even really like the music – they are just conforming.

The first step in learning how to have fun is doing what you want to do rather than what you feel like you should do to be accepted. Do you want to dance? Do it. If you don’t want to dance, don’t. Do you want to sit? Sit. Are you bored? Go home. Are you at a huge party and feeling hungry? Leave and get something to eat. Is somebody being annoying or rude? Ignore them. Did somebody say something stupid? Don’t pretend what they said was smart. Do you feel like talking about dinosaurs? Talk about...
dinosaurs.
This will be a huge mental shift for most people and will feel counter-intuitive and “wrong” at first. In the short term, you may feel or look rude or weird, but in the long term people will admire you. I call this “benign selfishness” – you are not being rude or inconsiderate, you are not keeping people waiting, breaking promises, etc... You are just doing what you feel like doing in that moment. Conformity is closely linked to feelings of inferiority: you subconsciously seek to be “accepted” by others because you feel like doing what you enjoy most is fundamentally “wrong”. Most people collapse if given a leadership role because they do not trust their own instincts, emotions, and abilities.

People should like you because you are fun, intelligent, interesting, and kind, not because you supplicate to them or sacrifice your own fun to make them happy. If somebody demands that you supplicate to them or otherwise “obey” them when you guys are hanging out, guess what, that person does not really like you. And if your idea of a fun time is different than their idea of a fun time, then instead of you conforming yourself to them you should perhaps consider that you guys just are not compatible.

People would rather be enjoyed than supplicated to. If you genuinely say to somebody “I enjoy hanging out with you because you are fun, smart, cool, chill, etc...” they will feel better about themselves than if you supplicate to them for no reason other than your own insecurity and evolutionary desire to be accepted. People have a sense of their own value so if you supplicate to them when they have done nothing to deserve your supplication, they will lose respect for you because they will subconsciously realize you are only supplicating because of your own weakness and feelings of inferiority.

**Enjoy Everything**

The universe has endowed you with many blessings that you should enjoy: the breeze, the sunshine, the scenery, the taste of the alcohol you are drinking, the company of your friends, the music playing, etc... I think “fun” is essentially the opportunity to open your mind and enjoy everything, as opposed to focusing on a specific task when you are at work. Almost everything is potentially enjoyable, you just have to open your mind to it.

Surprisingly, the main reason people do not enjoy everything is because they are worried about what people think of them.

For example, many people hate country music, not because all country music is terrible, but because they have been shamed by their friends and other social influences into not liking it. But some country music is good and you can enjoy it just like you can enjoy anything else. It may not be your favorite thing, but if other people enjoy it, you can too. You have just been programmed to close your mind to certain types of fun.

Society and our emotions team up to cause us to focus on only women and drinking when having fun. If you think this way, you miss much of the nuance of life: the curiosity of your environment, interesting conversations, eclectic entertainment, etc... A lot of guys say to me “I only talk to girls to fuck them, I don’t find anything they say interesting.” I think that’s an absurd mindset – almost everybody has something interesting about them and it’s your job to poke and prod to find out what is interesting about them. A key aspect of self-improvement is getting to know people: learning their stories, their challenges, their failures, their quirks, etc... Most of what we know about people is filtered through society, the education system, and the media. Learning people’s stories directly will
give you more insight into life than almost anything else.

When I tell guys to do whatever they feel like, they sometimes respond “my only interests are reading, playing videogames, and being by myself, and girls don’t like those things.” There is nothing wrong with reading or playing videogames, but more often than not, those guys do not enjoy partying, drinking, going out, dancing, or approaching girls because they are worried about what people will think. They have been treated badly by hot girls or party people, so now they avoid those situations because they subconsciously associate them with pain. A lot of people only go to certain kinds of bars or environments because those are the only places they feel “accepted.” But if you eliminate the need to be accepted from your psyche you can enjoy anything - you would be able to enjoy dancing and nightclubs just as you enjoy videogames.

Of course, it is impossible to enjoy EVERYTHING. Some shit you will just never like and some stuff is just objectively bad and is only popular because people are conforming to some cultural thought leader. But the more you can open your mind to new pleasures and experiences, the more fun you will have and the more fun you will be to be around.

**Allow yourself to feel joy and abundance**

Another reason people don’t have fun is that they are wracked by scarcity and anxiety. Anxiety is often just a fear of scarcity. For example, a lot of guys spend all night trying to get laid instead of actually enjoying themselves when they go out. These guys come off as creepy and desperate to women, and end up getting rejected, as opposed to the guys that are actually having fun. These guys develop tunnel vision for women because they have a fundamental, subconscious anxiety that the women will not like them unless they supplicate, and that women are a rare, fleeting treasure that must be supplicated to, so they feel like they need to ignore all the other fun to get women. But paradoxically, if you eliminate all of your other fun and focus only on women, women will find you boring and creepy.

Abundance is a quasi-religious feeling and intellectual belief that the universe will deliver you all the fun you want, so you do not need to settle for shitty people or shitty experiences. I say “quasi-religious” because you must have this feeling and belief even when there are no actual facts to support the belief.

You may say “I can’t just turn my anxiety off. I have lots of problems at work, in my dating life, etc...” I get it. Anxiety is hard to get rid of. But the whole point of having fun is to give yourself a break from your anxieties. The strongest motivator for human beings is joy, and nobody works harder than a person who is feeling joyful about what they are doing. Think about having fun as “practice” feeling joy, so that you can hopefully start having fun even when you are doing “serious” things. Fun time can help you “re-charge” so that you can attack your problems with renewed vigor and motivation.

**Constantly seek better and higher pleasures**

Many people’s idea of fun is hanging out with the same people, doing the same things, and going to the same places. Again, these people do not have abundance and are worried about pleasing other people. Humans are naturally novelty-seeking creatures, so if we are stuck doing the same thing, it is usually because we are afraid of leaving our comfort zone.

**How to be interesting**

This article is titled “how to have fun and be interesting” but so far I’ve only talked about having fun.
Well, being an interesting person is closely linked to having fun and requires much of the same work. Most people are not interesting not because they are inherently deficient, but because they have been trained by society and their own feelings to be conformist, feel anxiety, and keep their mind closed.

As part of a self-improvement program I often tell guys to engage in some type of creative pursuit: music, comedy, art, building things, etc... These guys often say things like “but I will suck” or “people will think I’m another douche trying to be a DJ,” etc...

Who cares what people think?? The main reason people don’t follow their dreams is because they are afraid of what others will think. Yes, you will suck at first. You may suck forever. Comedy or DJing or writing or restoring furniture might not be your thing. But you shouldn’t engage in art or other creative activity to impress other people. I often encourage guys to start some creative project and keep it a secret so they don’t link their art to what others think. The only way you can expand your interests and abilities is to dive head first into things without letting society cripple you by inducing anxiety and fear.
My father died this weekend so I wanted to write about what I have learned from him. I am writing this with tears in my eyes so please excuse me if this does not make sense.

I have been pondering the meaning of life and I have come to this: the meaning of life is to give for the sake of giving.

Most giving is not for the sake of giving. Most of us give so that we can receive something in return. We are nice to people so that they are nice to us. We buy drinks for girls so they will fuck us. We work hard at work so we can get a paycheck. We often tell ourselves that we are giving with no ulterior motive, but we do have an ulterior motive.

But true giving asks nothing in return. A man who gives with the expectation of receiving something is giving from a position of weakness and neediness, but a man who gives and expects nothing in return gives from a position of strength. And a man who gives from a position of strength can direct his giving to the one who deserves it most and therefore fulfill his mission as a human being the best.

Imagine a man who buys a woman fancy dinner so she will “like” him. That man is not giving from a position of strength and he is not giving to somebody who deserves it. He wants something from the woman so he is throwing her a useless bauble because he has nothing impressive to offer. He cannot give her leadership, strength, a good conversation, a good example, or even a fun time, so he throws her $160 of food she doesn’t need or even really want, hoping she will reciprocate with her love, her attention, her sex, etc…. She will happily take the food, but she will not give him love or anything else because he does not have anything valuable to give her. Giving from weakness always fails.

What that woman needs isn’t $160 of food, but a man who is confident, strong, powerful, intelligent, and respects her enough to know that she cannot be bought for $160. It took me a long time to figure out why women did not like me when I bought them things, and I finally figured it out: they did not want my money, which any guy could have given them, but my masculinity.

When a man needs nothing from anybody else, he can give to the right people. He does not give because he “feels bad,” because he was manipulated or guilted, or because he wants something in return. His head is clear, nobody can take advantage of him, and he gives the right thing to the right people. Most people give money to homeless people because they feel bad, but they fail to give money to people who really deserve it, because their giving was motivated by a weak emotion, not rational calculation.

A worthy life

To give, one must first have something to give. You cannot give if you have nothing. You can give many things: your advice, your presence, your leadership, your strength, your example, your love, your compassion, and even your threats. You can also give money or material things, but in the hierarchy of things that a man can give these things are the least valuable and help people the least. It is better to help somebody improve themselves by teaching them, setting a good example, and even sometimes coercing them, than to give them a few trinkets they will quickly squander away.

Therefore, to be able to truly give, one must build a worthy life first. Paradoxically, to give, one must often be selfish, and shrug off the leeches and vampires that are seeking things from you that they do not deserve, so you can focus on building a worthy life and pursuing your mission. The better of a life
you can build, the more you can give.
I believe that all men should make and save money, but money is not the only aspect of a worthy life. A lot of people can buy a $160 dinner, but how many people can be an emotional rock, a loving partner, a strong leader, and an uplifting example? Sometimes selfishly pursuing your mission, becoming successful and happy, and overcoming obstacles is the best way to give. My father bought me a lot of things and supported me financially, but his true gift was his example. He literally did things I did not know a man can do and now that he cannot make any money or give me money, I can take his examples and his lessons and use them for the rest of my life.

We are taught many things in our life: be kind, be generous, be curious, be strong, be smart, be careful, etc… But this advice is just words to us and we subconsciously reject these words because we feel no emotional valence in them. Advice truly comes alive when you see it in action. One can only be kind, generous, curious, strong, smart, and careful when you see somebody else do it. I have had a lot of pieces of shit give me a lot of great advice, but I never took it because I thought “this advice didn’t do much for them, so why should I listen to it?” I have literally had drug addicts lecture me on self-control. But when you see a man actually live a praiseworthy life, you realize that it IS possible that you can do it too.

**Why give?**

Giving should be the foundation of any man’s life for several reasons. First, giving feels good. Humans evolved to live in tribes, and those tribes succeed when the members of the tribe love each other and give to each other. We literally evolved to give. The tribe is much more likely to prosper if each member is giving to the others than if every member is trying to take for themselves.

Giving also feels good because the more we give, the more we feel like we can expect in return. Psychologists have discovered that humans have a natural tendency to want to feel like the world is fair, so if we act selfishly or steal something, we may gain something small, but we are left with the feeling that if the world is fair somebody will act selfishly towards us or steal from us. Giving literally makes us feel like the universe is a warm, loving embrace that will return everything we have given it.

The unfortunate truth, however, is that most of us do not live in tribes that emphasize giving. Modern society is full of mentally unstable, selfish, individualistic, confused, assholes. How can we give to them? Giving works best when one is in a community of givers, what does one do if one is cast alone in a selfish world? I don’t know the answer to this, but I can say that people are often a lot better than we give them credit for, and if we act kindly towards people they will surprisingly act kindly towards us. We must act tough and strict, so that the leeches and vampires do not take from us, but if we make clear that we only give to those who deserve, perhaps we will attract those who deserve. A man does not need to collect money, or honor, or things, or women. Contrary to what society and the media make us think, humans are relatively simple and we do not need much. We need some simple food, clothes, a place to live, and activities and people to occupy our mind. That’s really it. We accumulate everything else so that we can give. The more we can reduce our desires, the more powerful we can become, the more we can accumulate, and the more we can give.

**Who to give to? And to give what?**

Knowing what to give and who to give to is the hardest part of giving. My father was an incredibly giving person but he often gave to people who were not deserving. He was a good man, but unfortunately he was naïve to the fact that others are not as good as him. This is a flaw I see in many
of my successful friends.

As part of my work, I analyze human psychology and this analysis often leaves me cold and bitter about the prospects for humanity and its behavior. I seek to understand the potential evil that lurks in the heart of every person, and it terrifies me. At the same time, I generally believe that people are good, and usually only act badly when they feel like they have been attacked or wronged. I believe that all humans can be molded, and we just need somebody stronger than us to mold us.

We give to the wrong people most often because we are naïve, uninformed, or selfish. To give to the right people, we must understand human psychology, right and wrong, and whether our giving is actually helping them. That is a lot to learn, but it is imperative that we do it because giving is the most important thing.

We must also cultivate actual, mental, and emotional abundance, so that we do not give out of selfishness. The world is a crazy place and we can never expect our giving to be reciprocated so we must give because we can, not because we need. As I said earlier, most giving is done out of neediness, which means that it goes to the wrong people, for the wrong reasons, and at the wrong times. And these people do not appreciate our giving because they know it is done out of weakness and with selfish motives, so they are not impressed.

Of course, not all of our giving can be selfless. To build wealth and a worthy life, we must work hard and collect money. If we conduct ourselves in business and in life as if we are helping the world, we are still giving. And sometimes we must fight the forces of evil to get what we deserve, so that we can give to those who deserve.

**Giving and the Red Pill**

At first glance, one may criticize self-improvement as selfish self-masturbation. But if you come to this community, you see tons of guys doing nothing more than giving. I make a tiny bit of money from my blog, but most of the contributors here, including the moderators, make no money and receive literally nothing in return. Why are they putting so much time and effort in this community? What's the point of all this? It is because they are giving. They have learned things about the world and they want to share those things.

**Giving and women**

Much of the Red Pill is about not giving to women, having boundaries with women, and not supplicating to them. This is mostly correct. But it is not correct because we should never give anything to women, but because most men are giving the wrong things. Women need a strong example, an emotional rock, and a leader that cannot be deterred from his mission – not a pathetic weakling that is trying to manipulate them with trinkets and favors. Women need an alpha male, and instead of trying to take the easy way out by buying them dinner, we should instead focus on becoming the alpha male they want and need.

When faced with weak, worthless men, women become cruel, manipulative, and seemingly heartless. But women want to give as well, and their lives are a search for a man that is worth giving to. A man who abdicates his mission so that he can appease women shows that he is not worth giving to. A man who cannot control his own emotions is not worth giving to. A man who cannot lead is not worth giving to. Men and women are both uniquely designed by evolution to give certain things in a relationship, and unfortunately men ruin it by trying to give what the woman should be giving. Women WANT to give, and men literally are depriving them of that opportunity.
My sister is a strong, intelligent, powerful woman, and she puts most beta males I know to shame. She became this way because my father was such a strong example. I can only hope that I become the same.
Successful seduction requires two pillars: leadership and acceptance. Most guys screw up at least one of these. I give my guide to succeed at both.

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How to get her back

September 19, 2017 | by Woujo | Link | Original Link

How to get her back

My first piece of advice for getting her back is this: don’t try to get her back. It’s a bad idea. It’s too much work and usually leads to rejection again. But, alas, I have gotten girls “back” before, so I will show you how to do it. Obviously there are no guarantees.

Before you proceed, please keep this in mind: if she rejected you once, she will probably reject you again. I know you think you’ve “improved” yourself or “fixed” what’s wrong with you so that now she’ll like you, but most likely she sees you as the same person. It takes A LOT of work to fundamentally transform yourself from somebody she doesn’t want to somebody she does want. And even if you did succeed in that transformation, her brain is still emotionally wired to see you as a certain kind of person (beneath her) and it takes A LOT of work to rewire somebody’s brain to think differently from you. Imagine if you saw the nerdiest kid in your high school right now. No matter how much he’s changed, your brain would still want to continue thinking of him as the high school nerd. It’s even worse when a girl has rejected you. No matter what you’ve transformed yourself into, she still feels like she has that power over you.

Why do you want her back?

The main reason you want her back is because she bruised your ego, and now you want to fix it. Most of the time when a guy (or girl) wants their ex back, it isn’t to live happily ever after, but to get the ex in a position to punish them in revenge. I have had exes lure me with the most intricate plots just so they could reject ME and make themselves feel better. I once had an ex who I dumped meet me in a club and fuck me in the bathroom. She then suggested we go to another club. Thinking that the night was going great, I agreed to go with her. She brought me into the VIP section of the club, only to have me kicked out by her “new” guy friends. She set the whole night up just to get revenge on me. Of course, that ex was a terrible shithhead, but the seed of that emotion exists in everybody.

The human ego is a powerful thing, and it literally cannot take no for an answer. If somebody bruises our ego, we either tell ourselves a story as to why that person was wrong (“they don’t know me, they’re just jealous, they don’t matter, I can do better, etc...”) OR we DEMAND that that person fix the damage they caused.

Unfortunately, a rejection in a relationship is the worst kind of blow an ego can face because you’ve formed an intensely close connection with somebody and you’ve come to rely on them for your ego feeling good. This person has gotten to know you intimately, and now they are saying that you are not good enough for them. On top of that, there is way to tell ourselves they were wrong: they DID know you, they DID matter, they WEREN’T jealous, for a long time you didn’t think you could do better, etc...

Before you get her back, you must first determine what you want from getting her back. Oftentimes, guys don’t really want to actually restart a relationship with the girl that dumped them, but to “punish” her and get that feeling of power and control that she took from them. If that’s what you are looking for, you are just asking for trouble because, despite your efforts at gaining the upper hand, you fundamentally “need” something from her (closure, a feeling of power, etc...) which ensures that she will keep the power over you. The only legitimate reason to try to “get her back” is because you
enjoy her company and the thing that caused you to break up the first time was a misunderstanding or you made some mistakes you can correct.

**Why did you lose her?**

Whether you can get a girl back depends on why she was with you in the first place and why she dumped you. If she originally started dating you as a placeholder until she could get to the guy she really wanted, you should not try to get her back because she never really liked you and will probably never like you. Most guys find it very hard to accept they are a placeholder because women are incredible actors and no guy wants to believe that those incredible emotions he felt (and the perceived incredible emotions felt by the woman) were a lie. But the truth is that when women feel lonely or desperate or “crazy”, they often get into relationships with guys they are not 100% about and they can act just as interested around these placeholders as guys they actually like. It may be difficult and painful, but you should objectively take stock of why she was with you in the first place. If she was being crazy or she wanted something from you (stability, money, status, etc...), you need to move on and not look back.

It is possible to get a girl who does not like you to start to like you, but it usually requires A LOT of work and oftentimes requires you to radically redefine who you are fundamentally are. If she never really liked you that much, continuing to chase her is a waste of your time and poison for your self-esteem.

Other times women dump you because the balance of power shifts in the relationship. When women have too much power in the relationship, they often lose attraction to the man (the exact mechanisms behind this are complex, but you can read about it in my other articles). When there is a power shift, you can sometimes get her back, but it takes A LOT of work because you must fundamentally rewire both your brain and hers to think of you as the powerful one. “First impressions” are extremely important because usually, when a person wires their mind to think of another person in a certain way, it is very difficult to change that wiring. I have developed the concept of the “encounter,” which I define as the moment that two people first interact and “rank” each other in the subconscious dominance hierarchy through which humans see the world. Once the encounter happens, it is very difficult for the parties to “switch” positions, where the inferior person becomes superior and vice-versa.

A woman may also dump you because you did something wrong or developed a bad habit. Many guys get dumped because they develop a drug problem, or a video game problem, or they are chronically unemployed, abusive, shitty, etc... If you get dumped because you became a loser, it will be very difficult to get her back because you have probably lost of the power you had in the relationship. It is very difficult to become the alpha male in a relationship if you don’t have a job, have a drinking problem, etc... If, however, she dumped you because you did a specific wrong thing, it is easier to get her back, but you must genuinely apologize for that mistake and make sure you never do it again.

Women also sometimes dump you because they get bored of you. Boredom is usually linked to power. If she has a more exciting life than you, or has access to a more exciting life than the one you can provide, then she holds the power in the relationship, and it will be very difficult for you to regain that power and develop a life than is interesting enough to hold her attention. I have seen many young, hot girls that were dating boring guys and dumped those guys because they were offered more fun by older, richer, and more alpha guys.
Women also leave because they feel rejected. The aphorism “hell hath no fury like a woman scorned” is true because one of humanity’s strongest impulses is to be “accepted” into the tribe, and making a woman feel rejected or unwanted will cause her to feel bitter and resentful. The word “feel” is important here: you don’t need to actually reject a woman for her to feel rejected. If you ignore her, or act distantly towards her, or do anything to make her subconscious mind feel excluded, she will react negatively. One of the traits of a “player” is that he can make women feel accepted and included even if he is not paying much attention to her or giving her much of his time.

If you rejected a woman, it is possible to “un-reject” her, but she will always carry that resentment from the first rejection and fear that it will happen again. She will be less likely to trust you and it will take a lot of work to convince her that you are not going to do it again. Furthermore, telling her you won’t reject her again won’t work: her problem is that she is stricken with a feeling, and you can’t change a feeling by just saying things. You just have to make sure that you are hyper-vigilant and you don’t do anything that could even be remotely construed as “rejecting” her again.

The actual steps

Step 1: No contact

No matter why she dumped you, the first thing you need to do is cut her off for a while. I usually recommend 60 days, but the “correct” amount of time is however long it takes for you to get over her and stop “needing” her. If you immediately try to get her back you look needy, desperate, and like you cannot control your emotions. My definition of “no contact” is very strict – not only must you not call her, you must block her on social media and you must avoid people that will talk about her. You must completely replace her in your mind with other things.

Oftentimes, the powerful party in a relationship will dump somebody but then seek to keep them around as a plaything that they can use for sex, companionship, or other favors. You must not let your ex treat you like this. If you want a certain level of commitment from her, and she is unwilling to provide it, you need to move on. Don’t try to “stay in her good graces” by being her shoulder to cry on, or doing favors for her, etc... Cut her off completely, not in a rude or shitty way, but in a “I’m busy and I have other shit to do” way.

DO NOT send her long, emotional diatribes, give her long, drawn-out apologies, or generally beg to get her back. Relationships exist in the domain of feelings, and mere words usually cannot defeat feelings. If you actually did something wrong, apologize once (just once!) and then move on. If she dumps you, you can simply respond “ok, well I really enjoyed my time with you. Good luck!” Keep it positive and make her feel like you are less emotional about the situation than she is, and that you can move on quicker than she can.

Step 2: Correct the power differential

Before you can get her back you must reclaim the “power” position in the relationship. Reclaiming power consists of two components: First, you must change yourself so that you no longer “need” her, and then you must demonstrate that new mental state to her.

Changing your mental state is very difficult because as I stated earlier, once our minds are wired to view ourselves as occupying a certain position in the dominance hierarchy vis-à-vis somebody else, it is very difficult to change that. If you feel like you are “beneath” a woman, or she is “out of your league,” or you are “lucky to have her,” or you just have strong emotional feelings of neediness towards her, it is very difficult to eliminate those feelings and put the relationship on a more even playing field. Many guys lie to themselves and trick themselves into thinking they’ve “gotten over
her” but once they are back in her presence they immediately revert back to their old needy, pathetic, emotional state.

One way to break out of a stale mindset is to genuinely change who you are. You can do this by starting a new hobby, re-dedicating yourself to an exercise/meditation/wellness regimen, and generally improving yourself so much that you no longer think of yourself as the same person that got dumped. These are many of the same steps that you would undertake to get over a break-up.

You also need to cultivate abundance. If you want to get her back because you feel lonely without her or you feel like she is the best you can do, you will revert right back into your previous needy, powerless self around her. In all relationships, you should hang out with her because you genuinely enjoy her company, not because you “need” her. You need to feel like you have other options, and the best way to cultivate that feeling is by meeting other girls and actually having other options.

Oftentimes, both men and women try to reclaim the power by acting shitty or devious towards the other party. They try to make them jealous by posting pictures of their new boo, or they purposely ignore or act coldly towards their ex, or they do shitty, rude, and disrespectful things to their ex. These tactics do not work because they show that you still care. In the dominance hierarchy, the alpha male does not care about or think about the lower-ranked apes at all, so if you show any feelings at all, even negative ones, you are subconsciously communicating to her that you are beneath her in the dominance hierarchy.

No matter what terrible things your ex did to you, the best way to “win” and take the power back is by acting like you don’t care at all, as if her shitty behavior totally did not affect you. One of my favorite quotes is “the opposite of love is not hate; the opposite of love is apathy.” The best way to show apathy is to just be nice. If you met some random person that you knew nothing about and did not care about, how would you act? You would act nice, because why not?? People only act shitty when they are emotionally affected by the other person.

Of course, if your ex actually did horrible things to you, you should move on. There is a certain level of disrespect or harm that you should never tolerate, no matter how good the sex is, or how nice she is on her good days. A man needs boundaries, and harming you or your interests is a boundary that should never be crossed. I have very strict standards, and I excuse very little bad behavior, but I consider things like ignoring you and not calling you back relatively excusable because it merely a lack of interest on her part and not malice. I will also let mild “shit test”-type insults slide, if I know that she is doing to test my alphaness rather than to actually insult me. If, however, she is stealing from you, trying to hurt your feelings, or harming you in other ways, you should not try to act “powerful” like you don’t care – you should cut her off and move on.

**Step 3: The initial reach out**

The “reconnection” can only really occur after the raw wound of the breakup has healed, and enough time has passed for her to no longer feel like she has power over you. Ideally, she will reach out to you because she misses you. If she does not do this, however, you must reach out to her, but you must wait enough time for the old, negative feelings to dissipate. A lot of philosophers and thinkers have noticed that people frequently look to the past as a “golden age,” and I think this is because we have a natural tendency to forget the bad memories but we remember the good memories.

Whether or not you reach out to her, or she reaches out to you, or you guys just run into each other, you must be completely positive and nice when you see her again. You absolutely cannot let on that you have negative feelings for her, or that you still feel needy and supplicating. Women are attracted
to dominant men that are consistently positive, and it is difficult to present that frame when you have a negative history with her. If she wronged you in a way that you cannot get over, you should not rekindle a relationship with her. If you plan on “punishing” her, you should not rekindle a relationship. And if you still feel needy or angry, you should not rekindle a relationship.

The initial reach out is dangerous because, if you play it wrong, you can quickly fall back into your previous, groveling, supplicating self.

To reach out, I suggest using a “hook point” from your previous relationship. During any relationship, you guys are going to have certain positive experiences, and you can reach back out to her using one of these “hooks.” For example, if she told you a funny story, you can text her “hey I told your story about the stripper buttholes last night and my friends thought it was hilarious.” If she really likes a musical artist, you can text her “hey I listened to the new Metallica album today, it’s really good!” The key here is to make her feel like you really are just sharing an experience you had and not trying to weasel your way back into her life. A bad reach out text would be asking her for something (“hey what are you doing tonight”) or sending some needy, pathetic (“I miss you!”).

If she does not respond to your reach out text, move on. She either has no feelings for you or she is so mad at you she does not want to deal with your bullshit. Even if your feelings for somebody are weak, or you have some problems with somebody, you will usually react positively to hearing from them after a long time. If she does not respond at all, you are fighting a losing battle.

If she does respond, you should have a text conversation with her. Normally, I am against having long text conversations with girls, but a reconnection is one of the few situations where I think it is appropriate. You can do some catching up, but again, you must not sound needy or overly excited to get her back. And if you can’t lose the script of “I just saw something interesting I wanted to share.”

Hopefully, she responds to your reach-out text by saying something like “we should hang out!” If she does this, don’t get too excited. Respond by saying something like “yeah! That sounds good! I’ll let you know when something fun comes up.” That way, you are showing that you are open to meeting, but you are still making her feel like you are not needy and too anxious to get back with her. Saying “I’ll let you know when something fun comes up” creates some uncertainty in her mind as to whether you really want her back. The next step is to wait a few days, find a fun event, and then invite her to it.

If she does not suggest hanging out in your reconnection conversation, she is probably less interested. You can try asking her out if you guys have a good conversation, but you are on thin ice and may come off as overeager. I suggest instead letting the conversation come to a natural close, waiting a while, and then reaching out again a week or two when something else reminds her of you. The goal here is to destroy the weirdness and have a normal relationship without the negativity of the past relationship.

**Step 4: The new relationship**

If you actually get to the point where you guys are hanging out again, the “new relationship” must be free of all the bullshit of the past relationship. If she tries to bring up past fights or drama, you should apologize once (ONCE!!) and then say “that was a long time ago.” If she really presses you on something wrong you did, you can say “I was immature back then and I’ve grown as a person.” You cannot let yourself dragged into long fights about what happened before – no good will come of them. You must stay positive.

You must also make sure you do not fall into the patterns of the old relationship where you are...
supplicating to her, acting needy, getting into fights, etc... The new relationship is a chance to “reset” your relationship and do it right, but you can blow your chance at restarting if you fall back into the old, shitty patterns.

**How to not get hooked**

For future reference, instead of trying to get her back, you should make sure you don’t get hooked in the first place. Relationships are intoxicating partly because somebody is pumping up our ego with fake validation. It’s fake because your validation should never come from somebody else: it should come from reality and yourself. Of course it is natural for humans to want validation from each other, but nobody should ever give you so much validation and make you so dependent on them that you feel shitty if their validation is gone.

Let’s say you are some average looking, average personality, average everything guy, and you start dating some super hot, brilliant, famous woman, for God knows what reason. Maybe she was feeling lonely or crazy or maybe you somehow tricked her into thinking you were better than you actually are (btw, one downside of having awesome game is that you sometimes rope in chicks that are way out of your league, and then when the girls get to know you, they realize that you are beneath them and they dump you). With your new super hot girlfriend you will naturally start feeling like you are the shit and when you get dumped it will feel terrible. In reality, you may become a little bit “better” because you hang out with her – you may become a little smarter, more cultured, etc... But at the end of the day, you are basically the same fucking person. Having a hot girlfriend did not make you “better” in any way – you are not smarter, better looking, more cultured, etc... because you have a hot girlfriend. SHE IS NOT YOU. YOU ARE NOT HER. You are different people: what she eats doesn’t make you shit. If some dumb, superficial guys think you are more awesome because you have a hot girlfriend, they are being idiots and you shouldn’t buy into their bullshit.

This may seem painfully, almost stupidly obvious, but it is natural for men to feel like they are actually “better” because they have a hot girl. I have seen tons of mediocre guys date girls that were way too hot for them, and I have seen these guys’ egos literally get bigger. They literally start talking more shit, acting tougher, acting more arrogant, etc... just because they have a hot girlfriend. But of course, when the hot girlfriend dumps these guys, they become puddles of sadness. The worst thing is when these guys give up on their manly pursuits because they have a hot girlfriend. If you start playing in a rock band to get girls, and you feel like you’ve gotten the most awesome girl ever, you may quit playing in a rock band because the original purpose is gone. Tons of guys, especially young, immature guys in high school and college get sidetracked from their dreams because of some woman. Think about this: if a woman is keeping you from your hobbies, dreams and your friends, she doesn’t really like you.

You may be yelling at your computer right now “don’t you teach us there are no ‘leagues’??” Well, in my heart I believe there are no leagues, and any 2 people can get together if the circumstances are right (although probabilities heavily vary). But most guys, because of society and their emotions, do believe in leagues, and when they feel like they are with a girl out of their league their self-esteem skyrockets and then when she dumps them their self-esteem plummets. If you truly convince yourself there are no leagues, you will feel like you can get another [equivalent] girl whenever you want.

**Conclusion**

Like I said before, you should not try to get a girl back. If she dumped you, it’s usually because she either does not like you or because you did something you cannot recover from. I have “gotten back”
girls before, but the “new relationship” was never good as the old one because the old resentments, lack of trust, and negative feelings were always lurking beneath the surface.
Approach anxiety and the
September 19, 2017 | by Woujo | Link | Original Link

Approach anxiety is related to the anxiety a person feels when they see themselves as the "outsider" trying to be approved by the tribe. By reversing your mindset, and seeing yourself as the one "accepting" her, you can become more confident and feel less approach anxiety.

I wrote an article describing this phenomenon.

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How to approach a woman
September 19, 2017 | by Woujo | Link | Original Link

To successfully approach a woman, you should do the following four things.
1) You must have something on your mind more awesome than her
2) You must be unshakeably positive and exude joy
3) You must bring enough confidence for the both of you
4) You must take the dominant position in the conversation

You must have something on your mind more awesome than her

Remember the movie Men in Black where the two government agents would use a pen to erase people’s memories who had seen aliens? Women have that same power. A beautiful woman will wipe out all of our thoughts and emotions and replace them with her and only her. This is why most men sound stupid when they talk to beautiful women. They completely forgot who they are, what they like, what their boundaries are, etc…

Women, however, are not attracted to men who only have them on their mind. If she is the only thing in your head, you may get “locked in” and follow her around all night, annoy her, stare at her, get mad if she talks to another guy, etc… Even if she thinks you might be cool, she will reject you immediately if you get locked in because there is a chance that you won’t be cool and she will have an annoying stalker chasing her all night. Women have a deep, primal ability to sense when a guy is “locked in,” which causes them to go into fight or flight mode. Furthermore, if she is the only thing in your thoughts and emotions, you will become too emotionally invested in her, and she can also sense that. (I explain all this in my article on emotional investment).

I live in a gay neighborhood and gay guys hit on me a lot. I have no problem with it (I actually like the self-esteem boost), but “locked in” guys are terrifying zombies. I can tell by the look in their eyes that fucking me is the only thing they care about, and they will say and do anything to get to that goal. They say the stupidest gibberish to me, and don’t seem to catch any hints that I was disgusted and afraid of them.

The key to not being emotionally invested is having something more awesome than her on your mind – it can be other women (preferably multiple other women), hobbies you enjoy, interesting intellectual ideas, a more fun party that you can go to, the song you are listening to, etc… Sometimes I think about my perfect day (surfing stoned at the beach) and I put myself in that emotional place when I talk to her. I get relaxed, calm, blissful, and somewhat stupid (it’s amazing how you can ignore stupid bullshit when you’re happy). She needs to feel like your life is more fun than hers, and she needs to act right so she can join yours. This is easiest when you actually have a more fun life.

Another key to not being emotionally invested is by staying active in the club: motion creates emotion. You should always be doing something - buying a drink, finding your friend, texting somebody, etc… Even when you approach, she should feel like you are on the move, you have better shit to do elsewhere, and you will walk away at a moment’s notice if she is boring, mean, etc…

Women can subconsciously sense when you’re on a mission, and the moment you just stand there dumbly or show that she can throw you off your mission she loses attraction. For example, if I am at the bar buying a drink, I will strike up a conversation with the woman next to me, but I will continue
buying the drink. No matter how hot or famous she is, don’t let her perturb you, change your emotional state, or alter your behavior. Until she gets emotionally invested enough in you, she has to feel like you would rather be doing something else and you are just talking to her to be nice.

Another perk of having your awesome life on your mind is that you can weather the ups and downs of the approach better. Getting rejected by another human being, or even just feeling negative vibes from them, is one of the most painful, soul-crushing things that can happen to a person, but the best way to handle that is to immediately put yourself back into your happy place so one woman rejecting you means nothing.

I had a rich friend who used to buy the VIP section at the club and fill it with hot girls. I would still game other parts of the club and I soon realized that I did better with women when he had the VIP section – not because the women actually cared about VIP, but because subconsciously I knew I had a more “fun” option I could go back to.

You must be unshakeably positive and exude joy

When you approach, every ounce of your being must exude joy and positivity, as if the deepest parts of your soul are completely happy. Like I said earlier, I put myself in the emotional mindset of experiencing my perfect day.

Of course, most of you are not happy: your life sucks and you are riddled with anxiety and fear. When gaming, you must put all your anxieties and worries in a mental box in your brain, and label that box “for later.” One technique to stop short-term anxiety is to meditate for like 15 minutes, let each anxious thought cross your brain, and either come up with a plan to fix it (I am skinny so I will go to the gym tomorrow), or tell yourself you will do your best despite that anxiety (I am short, but I will do as well as I can given my shortness). Once the anxieties have been “resolved” then go forth and have fun – even if they reappear tell yourself you will deal with them later. If you’re having a bad night, or something angers you, or you get sucked into the emotional vortex of neediness and unhappiness, go to the bathroom or outside, take a deep breath, and put yourself in the happy place again.

Fun, happiness, and positivity always win. Always. A lot of people, men and women, are dealing with anxiety, depression, pain, and sorrow, so being around an unshakably positive person is like being around a crack dealer who is giving them something they can’t get anywhere else. There is no guarantee that a woman will like you, but even the angriest, most pessimistic woman has way less excuses to reject a happy guy than a “tough” guy, or a bragging guy, or an awkward guy, etc...

And no matter what – be positive!! Even if they girl is talking about something sad, or tries to piss you off with a shit test, or the place you are at sucks, or any negative thing happens. No woman wants a stranger to come up to her and be negative, no matter how true or relevant to the situation it is. Period. Even if you are generally a negative, pessimistic person like myself, put that away when you approach people.

Bring enough confidence for the both of you

Never forget that in almost all approaches, WOMEN are the shy, insecure, anxious ones, which is why you must approach them, and not vice versa. Even when you approach them, they still have anxiety because it takes women some time to decide if they like you. Most guys don’t realize that if a woman is being shy, unresponsive, standoffish, or “stuck up” when you approach her, it is often because SHE has anxiety and insecurity, and she is still feeling you out.
That’s why, not only do you need to approach her with confidence, you must bring enough confidence for her as well. By this I mean that you should respond to her AS IF she was into you, for at least the first five-six cycles (by cycle I mean, you say something, and then she says something, etc…). Oftentimes a guy will approach a girl, she will react with anxiety or standoffishly, so he the guy will get anxiety, causing the girl’s anxiety to increase, leading to an anxiety spiral that kills the interaction. The man can prevent this by acting like she responded positively to his approach. It is very bizarre and unnatural – it literally feels like the scene in Weekend at Bernie’s where the guys pretend to hang out with a dead man. But by “endowing” her with fake confidence, her anxiety will often disappear.

Of course, if she goes more than 5-6 cycles being standoffish and cold then maybe she really doesn’t like you. This is your judgment call to make. Some girls take a long time to warm up, and will start to like you, while others are not into you but will talk to you just to be nice. Nevertheless, most of the time if the woman is still there talking to you, she has at least some interest. Remember – she can leave at any time. And furthermore, if a woman is not sending you any obvious signals, she may still be interested, which is why you must assume attraction.

**Do not take the submissive position in the encounter**

Women are very aware of the power dynamic in approaching. I’ve asked a few women why they never approach guys, and they almost always say “If I approach, he has all the power because he has the option to reject me, ignore me, etc... If I make him approach, I keep the power.” To women, the person making the approach is taking the weaker position and giving the approachee the power to reject him or her. These same women, however, want the guy to approach confidently – they literally want the man to act dominantly as she is trying to force him into the submissive position.

What these women don’t realize, and I do, is that “submissiveness” is completely in your head and depends purely on your feelings and actions. If you don’t “feel” or act submissive, then you aren’t. Period. I don’t approach as if I am the weak one asking for acceptance, but the powerful one accepting her. I even say absurd shit like “thanks for coming” or “I’ve never seen you here before” as if I was the owner and I was “letting” her be there. If she asks if I own the place, I say “no, but I act like I own every place I’m at.” My entire tone and demeanor is one of “I am the boss here, I can make you leave if I don’t like you, and you’re lucky to even talk to me.” This isn’t true, of course, but I act that way. If I’m in a Starbucks, I imagine I own the Starbucks, even if I am clearly just a customer.

This is an incredibly important point. Humans are wired to see relationships as a dominance hierarchy, and men and women have approach anxiety when approaching strangers because they feel like they are the inferior ape in the tribe “asking” the alpha for something, who is likely to say no. We are wired to feel extreme anxiety whenever we do something that we think might annoy the alpha or cause the alpha to reject us, and that anxiety is designed to paralyze us so we do nothing. The only way to overcome that approach anxiety is by feeling like we are the alpha “accepting” the woman into our awesome life.

This is much easier said than done. Many of you have deep feelings of inferiority that reach to the bottom of your soul and have been ingrained into you by traumatic experiences over your entire life. These feelings of inferiority and anxiety are exacerbated by society and the media, which make you feel like if you are not fucking a beautiful blonde every weekend then you have failed as a man. Every interaction with a woman becomes a pressure cooker because you feel like if you fail then you
think you are a worthless loser.

Here is my attitude: I do not give a fuck if I ever get laid again. My life is awesome and sex with beautiful woman is such a tiny part of it that it if every woman on earth hates me, I will still be completely happy. Of course, I don’t really mean this – I still want to have sex and if every woman on earth hates me it might hurt my feelings a little. But if I have the mindset that I never need to get laid again and I will happily walk away from any woman, I take away all the power from any woman who wants to make me feel bad about myself or wants too much from me. I have known many beautiful women who were terrible, miserable, deeply depressed losers, so I will never supplicate to a woman just because she is a woman or because she is hot. You can only make me feel bad if I actually did something wrong, but I am always trying my hardest to be a good person and I know the difference between right and wrong so good luck with that shit. I also know that I can get laid, so if any particular woman says no, I can find a million women hotter than her that will say yes. I also know that every woman is a completely different person – if some fat, ugly, homeless woman rejects me, that doesn’t mean that some gorgeous supermodel won’t say yes.

“Put yourself in a dominant position” does not mean be a rude, loud, arrogant douchebag. Rather, as the dominant one who is “accepting” her into your awesome life, you must be calm, relaxed, warm, enthusiastic, friendly, and empathetic. Nothing is more dominant than being warm and friendly to a complete stranger who might reject you. By being positive and friendly no matter how she reacts, you show that you are so much above her that ever her worst reaction will not affect your positivity. Many women you approach will immediately shit test you, do something rude, or act weird, and you must plow through it by refusing to become overcome with anxiety or submissiveness. It is hard to keep this emotional frame at first, but once you get used to doing it, approaching is a breeze.

Once you take the dominant emotional mindset, women lose their magic. You no longer see yourself as asking some heavenly angel for a blessing, but rather as approaching a frail human being who has insecurities and anxieties and probably sucks in a lot of ways (as most people do). As much as I hate misogyny, I admit that sometimes a slightly misogynistic mindset helps guys get laid. If a hot girl is a pathetic loser, misogynistic guys will often treat her like a pathetic loser, letting her know that she can’t fool him and make him submissive.

Dominance is also physical. I will not speak to a woman until she is turned all the way towards me (shoulders square with mine), has her full attention on me, and I am physically comfortable. I often see women at bars comfortably sitting in a stool having a drink, and a guy at some weird, uncomfortable angle behind her trying to talk to her – that guy is in the submissive position. I absolutely will not accept that. Imagine you are Jay-Z welcoming guests to a party – if some rude guest will not turn all the way to face Jay-Z as he is introducing himself, do you think Jay-Z will stand there and try to continue the conversation? No, he will move on to better things.

Because of my demands, I immediately write off most girls because I cannot speak to her in a dominant way. If she is in a VIP section and I am not, I am not going to stand on the edge of the VIP and try to lean like some loser who wasn’t invited. If she is sitting and I am standing, I am not going to bend over to talk to her. If she wants to talk in an uncomfortable, cramped place, I try to get her to move and if she won’t, I move on.

I also don’t approach any girl who isn’t going to bring positivity. If she is clearly upset, or crying, or trying to start drama, I am not going to go over there and try to “help” her. I also don’t approach girls that are clearly with a guy, girls that are clearly doing something where they don’t want to be
disturbed, girls that are too wasted, etc… A lot of PUAs may say that I’m giving up a lot of good opportunities this way, and they may be right, but I think I my way leads to a lot more high-percentage closes and is overall more fun for me.

The mechanics of the approach

Given my requirements described above, the actual approach is pretty straightforward.

First, make eye contact with everyone. Say hi to every girl you see, with only extreme exceptions (she’s clearly there with a guy, etc…). Wave if she’s far away. The warmer her reaction, the more conducive she is to being approached. But keep doing what you’re doing as you’re saying hi. If you’re going to buy a drink, keep your body in the motion of buying a drink. The worst possible thing that can happen is that she gives you a weird look or looks away, and this usually only happens if she’s there with a guy. No matter how unattractive you are, on a biological level it’s hard to say no to a happy person saying hi to you.

If you’re in a social crowd with people you know, talk to everybody, men and women, so you don’t look like some creeper that just wants pussy. In fact, in a mixed crowd of friends talk to the head alpha male and then introduce yourself to the girls almost as an afterthought. But eventually introduce yourself to every girl there – it’s only polite.

Instead of using clever “lines” or openers, I usually just introduce myself (“Hi, my name is Woujo”) or sometimes just say “hi, how are you?” In fact, I am against using canned openers because I want my approach to be authentic to the environment and the situation. If something about her or the environment really strikes me, I might comment on that thing first (“Dude, your sneakers are the shit” or “Isn’t this DJ awesome?” or “look at that weird guy dancing in the corner”).

I normally hate tricks, but here are some tricks.

All humans have an intense desire to be accepted into the tribe, so I might use an “acceptance” opener like “hey, thanks for coming” as if I own the bar, or “are you new here? I’ve never seen you before.”

Another trick: If you approach with words and a demeanor that make her feel like you guys already know each other, she may subconsciously be tricked into thinking you know her. Examples of “familiarity” openers are “hey, how are you,” “hey how was your day,” “what’s up,” or something that strangers don’t normally say to each other but familiar people do.

Another trick: if you are with a friend, introduce your friend first. Walk up to a group of girls and say “hey, have you guys met X?” For some strange reason, this almost always works, even when the girls have no idea either who either of you are. I am not sure why this method is so successful. It may be because of the familiarity principle, because 99% of the time if somebody is introducing you to somebody, you know that person. It may also be that the girl does not feel threatened by either of you, because your friend is not doing anything, and you are introducing your friend, so you are not “asking” for anything. For whatever reason, it works.

All that said, I don’t really ever think of my opener. Because I am having fun and feel confident, when I see a girl words just spill out of my mouth because I want to talk to her. I understand that I am this way because I have a ton of practice, but my point is that this shit should eventually just become muscle memory for you.

The second line

Because women are insecure and have anxiety, you usually need to push the conversation for 4-5
cycles before she gets into it. I think of approaching like trying to start a lawnmower – sometimes you have to pull the cord a few times before the engine starts running on its own. Your ultimate goal is to get her to the point where she opens up to you and starts talking about herself in a deep way. But girls are not going to want to open up to a complete stranger at first, so you need to pull the cord a few ties.

For the second line, I often use a line that could have been a first line. If I started with “hey how are you” my next line might be “Hi, I’m Woujo.” I’ve found that a great second line is “what did you do today”? “What did you do today” works because of the familiarity principle – that’s not something you would expect a stranger to ask. It also works because everybody did something that day and that thing is usually the most important thing on their mind.

Other “second lines”:

- “Do you come here often?” Or “Have you been here on EDM/house/hip hop night before?”
- If you know the owner or promoter or something, I may say “do you know owner/promoter?” This is a version of the acceptance opener, and it kind of scares the girls into thinking that they are supposed to know the person.
- “You seem like a nice/interesting person” – I don’t normally like to say “you’re cute” because if she’s hot she gets that all the time and if she’s not she knows I’m lying.
- “Are you guys out for a special occasion?”
- If it is a daygame situation, I may ask a question relevant to the environment “what are you shopping for today,” “what band did you come to see,” “who is getting the abortion today”? “I had to come talk to you because nobody is partying harder than you and I love positivity.”
- I might also use the gushing positivity opener, where I say “I am having the most incredible time ever” and then tell her a funny story of something that happened to me that night.

One thing about second lines: don’t ask something too probing or weird. For example, don’t ask “where are you staying” or “why is your friend sad?” That shows too much emotional investment in her.

As you can see, it’s not rocket science. Your emotional demeanor is a lot more important than the words you say. Your goal is to just make the second line relevant to her feelings and the situation. These lines are the absolute most basic ones – you will be able to think of more creative lines when you are actually in fun situations where cool shit is going on around you.

If you pique her feelings, she will get interested and want to talk to you. That’s all.

**Final steps**

The next step? Forget everything you just read. Anxiety feeds on thoughts, so the more thoughts you put in your mind, the more reasons anxiety can find to express itself. You should just DO and not think. Everything I have written here is technically true, but you should get to the point where you are executing this without thinking. You should be thinking about your awesome life, not little tactics to get girls to like you.
Mindsets for eliminating approach anxiety

September 19, 2017 | by Woujo | Link | Original Link

Approaching strange women is one of the most difficult things for a man to do.

Humans evolved to look at the world as a series of “tribes.” We want to be accepted and loved in our own tribe, and we want to fight and kill the other tribes. Approaching a random woman (or man) violates both of those emotions: if we see her as part of our own tribe, we are not going to want to approach because we will be afraid she will reject us and we will be no longer accepted in the tribe and we will have to live in the jungle alone with no food. If we see her as part of a different tribe, we will not want to approach her because we will be afraid that she will see us as a foreign invader and her and her fellow tribes members will want to fight us.

Anxiety is an emotional reaction created by evolution to prevent us from doing something stupid that could get us rejected from the tribe. Our tribal emotions also cause us to look at apes from different tribes as hostile threats, which may explain why women are more likely to be rude and reject a random guy who comes to talk to them rather than some guy they already know. But these tribal emotions, whether hers or yours, are fundamentally irrational, and can be overcome by stronger emotions.

There are tons of articles and videos on the internet about how to overcome approach anxiety. I find that most of them are not helpful and many of them actually serve to INCREASE approach anxiety because it makes you start overthinking the approach and also makes you start feeling inferior and worthless because you do not have this magical ability the cool guy in the video or article has to approach women.

Ultimately, the only way to destroy approach anxiety is to just do it. But I’ve decided to tackle this problem by listing some “mindsets” that I think can help.

Approach anxiety is an irrational emotion and rejection does not actually hurt

As I stated earlier, approach anxiety is an evolutionary instinct designed to make sure we don’t do anything stupid to get rejected from the tribe. There are actual, physical consequences to getting rejected if you are an ape: you are cut off from your source of love, sex, protection, and food. Furthermore, being rejected leaves you alone in the jungle where predators and hostile ape tribes can kill you.

These consequences, however, are irrelevant to humans. If a girl rejects us, our access to food, love, etc… will not be affected. We will not be left in the jungle alone, nor will be rejected by any “tribe.” In short, nothing our body fears will actually happen.

Of course, there are some real-world consequences of getting rejected. People may laugh at you, your feelings may get hurt, and in an extreme situation her boyfriend may try to fight you or the bar’s security guard may kick you out for being a creep. But these things are not what your approach anxiety is really afraid of, these are just excuses your emotions glom onto to not approach. And if you have emotional intelligence and situational awareness, you can avoid these consequences.

In short, nothing will happen if you get rejected. Nothing! Life will continue as before, everybody who loves you will continue to love you, and you will continue to be the same person.

Your value as a man or as a person is not dependent on what others think of you
The Greek philosopher Heraclitus famously wrote that most people are subconsciously living in a fantasy land that their own mind created. I agree with this. The fantasy land makes us feel good, so we are afraid of doing anything that could disturb the fantasy we’ve created for ourselves.

In the context of approaching, I think a lot of guys build an image in their head that they are some stud who is attractive to women, and they are afraid of approaching because they do not want to test this theory out and find out that they are not actually attractive. In other words, rejection will shatter the image that they have of themselves.

Again, this is irrational. Your value, is not dependent on what anybody else thinks or says about you. It’s better to get rejected by a woman than to never know what she would have done or worse, to assume she would have liked you.

A guy who walks in a bar and does not approach is like a skinny guy that walks into a gym and says “I can bench 400 lbs” but is too chicken to actually try it or. He should try to lift something and see how strong he really is.

When you first start going out and getting rejected, it will feel like shit. But again, it does not matter. You don’t need women or society to help you feed your fantasy image of yourself.

**I am a self-contained person**

Just as I do not need another person to make me happy, I do not need another person’s sociability to have fun. I bring the fun, I bring the energy, I bring the interestingness, I bring confidence, etc…. I can carry a conversation for 5 hours even if she is giving one word answers because I don’t need to rely on her energy or interest. Of course, if a girl is not interested, I don’t hang around for 5 hours, but the point is that I am not afraid of approaching because I bring everything. I can talk about my own day, I can make observations about her, I can ask her questions, etc… And most importantly, nothing she can or say can change my attitude or my energy. She isn’t going to make me feel bad, or sap my energy, or change my emotional frame. I am a totally self-contained person and my feelings are the exact same before I approach her as after.

Of course, it takes a while to get where I am, but once you are here, approaching is a lot easier.

**Women’s approach anxiety is worse than yours**

You know those feelings of nervousness and stark terror you get when you even consider approaching a woman? Well, women have that feeling too, but much worse. In fact, women’s approach anxiety is so bad that they rarely approach a guy, even if they think he is really hot. I have been a “wingman” for beautiful women before and they absolutely will not approach. This may be because of women’s evolutionary biology or because society has trained people to think that a woman should never chase a man. For whatever reason, women will not approach. It’s the man’s job. You have to do it.

Put this way, approaching becomes more than a fun hobby, but rather a matter of life or death. Literally, if the man does not approach the women will never meet anybody new and she will be stuck with the same idiots and losers in her life because she is too afraid to approach. You would be amazed at how many beautiful women are stuck hanging out with guys they do not like because they are afraid to approach new guys.

A lot of guys get angry or offended that it is the man’s responsibility to approach and that the man has to take the risk of getting rejected. But I think you should look at it positively. As the man, you are the hero that must save the day by approaching. Without you, the approach would never happen.
You have a power the woman does not have, and you should use it.

**Women who say it is creepy to approach random people are sad and miserable**

A lot of guys nowadays are afraid to approach because they’ve read some blog post by some feminist with blue hair saying that a man should never approach a woman he doesn’t know because it is creepy. As a feminist, I hate these people.

Don’t listen to these idiots. These women make up 0.0001% of the population. Most girls, especially attractive ones, like being approached, but you don’t know about them because they are too busy out having an actual fun life to be writing blog posts about how they don’t want to be approached. More importantly, the only reason somebody would write such a blog post is 1) the only people that have ever approached them were creeps, in which case, their opinion is not relevant to you, or 2) they’ve never actually been approached, so they are just writing this type of blog post to look cool for the other feminists, in which case their opinion is even less relevant.

And as I pointed out in the last mindset, these women will live shitty lives because they will never meet anybody new outside of their already-constructed social circles. That’s a miserable, shitty life. I have met so many awesome people because I had the balls to cold approach, and these idiots will never experience that because of their fundamentally flawed ideology.

**Approaches happen when your desire to approach exceeds your anxiety**

Your brain subconsciously does a risk-reward calculation before you approach, and if it thinks that the expected downside (i.e., rejection) exceeds the expected upside (talking to her or fucking her), it will try to subconsciously sabotage your approach and make excuses as to why you shouldn’t do it. Your goal should be to hack your reward system so that the expected upside exceeds the expected downside. You can do this by getting some successful approaches under you belt so that your brain knows there can be a good payoff or doing some approaches and realizing that rejection does not hurt that bad. Some guys refrain from masturbating to make themselves hornier and force themselves to approach. Other guys hack their reward system with drugs or alcohol, either using drugs to increase the positive payoff or to decrease their anxiety. Obviously, some of the methods I just described are better than others – you don’t want to depend on drugs to be social.

Think of it this way: the point of life is to have fun and feel good, not to make anybody else happy, or to look cool, or to be “accepted” by a group of people you don’t even like. And meeting new women and then fucking them makes you feel good, so you should do it. In fact, approaching a hot chick and getting her number is one of the most thrilling experiences a man can have. You should be having fun and feeling good before you approach, as you approach, and after. If she rejects you, you may feel bad for a second, but the point of life is feeling good, so why would you let her rob you of that?

**You are the insider, not her**

A lot of you guys have severe social anxiety, got bullied in school, and generally look at yourselves as “outsiders,” so when you see an attractive group of people, guys or girls, you don’t want to bother them because you subconsciously assume they are the “insiders” and will reject you. I keep the opposite mindset: I am the insider - I have the inside track to the best life, the coolest people, and the most fun, so everybody should be begging to be accepted by me. Even if they pretend that they are the insiders I let them know through my demeanor that no, actually I am the insider. And if you think to yourself “I can’t feel like I am an insider because I don’t have a cool life” you need to realize that there are NO insiders or outsiders once you leave high school. Life is random chaos and nobody knows what the fuck is going on. People walk around trying to look cool and important, but they are
just as confused, scared, and anxious as you.

The German philosopher Heidegger famously said that all philosophy is bullshit because nobody fundamentally knows what existence is, and if you don’t know what existence is then anything you philosophize about is just speculation. I look at social situations the same way: nobody fundamentally knows why we are here, what the point of life is, or even how our world really works, so why would I let myself be intimidated by them and feel like they are the “insider” and I am not?

This is why confidence is so important. If you are living in a random maze of chaos, which is what life is, and somebody comes along that acts like they know what they are doing, you are going to assume that they DO know what they are doing and you will want to follow them.

**I feel good when I approach women because I know my intentions are pure**

This may sound crazy to people who think “bro, your intentions aren’t pure, you are just trying to fuck them.” Even if I am just trying to fuck them, my intentions are pure, because I am not going to lie to them, manipulate them, pressure them, act weird, try to cajole them drinks or prizes, get sad or angry if they say no, By being honest and not creepy, I am already in the top 1% of guys who try to talk to them.

I also bring value. I am funny, I am smart, I treat women with respect, I am interesting, I am empathetic, I listen well, I am calm, I set the tone of the conversation, I am friendly, I am funny, and I will disappear if she doesn’t want me there. What’s not to like?

**You do not need to be confident to approach women**

I probably disagree with 99% of the pick-up community when I say this, but I do not think one needs to be confident to approach women. In fact, I think it is a bad idea to approach women based on confidence. This is probably my least-used mindset, but it may be helpful to the newbies.

Confidence is faith that you will succeed at whatever you are trying to do. But when you see a random woman at a bar or something, there is no guarantee that she will talk to you, like you, or fuck you. In fact, the chances that a random woman will like you are pretty small, no matter how good looking you are: she may have a boyfriend, you may not be her type, or she may not be in the mindset to meet somebody new at that time. Approaching random women is generally a low-percentage game, so you are lying to yourself if you expect a win every time or even most of the time. You should instead go into the game knowing that you may get a lot of rejections, but still not caring.

Some super cool PUA guys may say “nah bra, I’ve successfully approached so many women that I am now confident they will say yes.” That may or may not be true for them, and I do agree that successful approaches will make you more confident. But to me, that doesn’t matter. First, to a newbie who has not had that kind of success, this advice does not help. Second, I like to game in all kinds of diverse environments, and I have found it personally difficult to carry over confidence from previous situations to new one. For example, I know for a fact that I have a low yes rate in hipster communities where everybody has cool tattoos. Women who are covered in tattoos seem to generally prefer guys who also have a bunch of tattoos, which I do not. Nevertheless, when I am in those communities I approach the girls anyway because even if I get 50 rejections, all I need is that one tattooed hipster girl to say yes to me.

**I don’t approach women because I am confident, I approach them because I am selfish**

When I approach a random woman, I am not confident that she will like me because she probably won’t. And in fact, there is a big chance that she doesn’t want to talk to me and I will annoy her or
disgust her.

I approach her anyway because I am selfish. I am only this earth for a short time, and I am only young and handsome for an even shorter time, so I want to take advantage of that and fuck as many girls as I can. Why should I care what she thinks? As long as I am not doing anything wrong (harassing her, insulting her, making me feel unsafe), I am perfectly in my legal and moral rights to approach women and try to fuck them. That woman never did anything for me, and she probably wouldn’t hesitate to do something annoying to me if it would benefit her somehow, so why should I worry about her feelings and not approach her? Life is short, and I want to enjoy it. When you are 80 and in a nursing home, are you going to be happy that you didn’t approach some supermodel because you didn’t want to annoy her? No, you are going to wish you gave it a shot. So I give it a shot even though I know I will probably fail. Even if I get rejected 99 times out of 100, that 1 time will be worth it.

Of course, I am being extreme here. I can have this mindset because I am decent at approaching and I am not really selfish and I do not really annoy most women I approach. If I was actually going around annoying people and getting harsh rejections all the time I would probably feel pretty bad. Nevertheless, I use this mindset whenever I find myself afraid of approaching because I don’t want to annoy anybody because there really is no reason for me to lessen my fun because I am worried what some stranger will think of me. Those people never did anything for me and they cannot affect me so why should I care about them?

**When I do approach, however, I do it confidently**

This may sound like it contradicts the point I just made, so let me explain.

When I approach a woman, I have no idea whether she will like me, and chances are she will not, but when I do approach her, I approach her AS IF I KNEW SHE WOULD LIKE ME. I basically pretend I know she will like me. When I approach my friends, I know they will talk to me and like me, so I basically approach random women like they are my friends that I already know and I am sure they will want to talk to me. In fact, sometimes if you approach somebody with a high degree of familiarity, you can subconsciously trick them into thinking that they already know you.

Approaching somebody confidently while not actually being confident is an incredibly bizarre thing to do, but this is why approaching is so hard. You have to put yourself into a mental and emotional state that may not apply to the situation you are actually in.

Approaching a woman is kind of like putting on a rock show. You put the show on the same way whether the audience is into it or not. Obviously it’s a lot more easy and fun if the crowd is giving you energy and loving it, but you cannot put on low energy show just because the crowd is being low energy. And if you give a high energy show, you may feel silly, but the crowd may come around and start to get into it. But if you give a low energy show, the crowd will definitely remain low energy.

**I assume every woman I approach is crazy**

Like most guys, whenever I see a beautiful woman I automatically start having negative thoughts in my head like “she is probably out of my league, she will never like me, she is probably a stuck up bitch, etc…” To kill these thoughts I just assume she is crazy, and by that I mean that I assume that anything is possible with her. I will tell myself stuff like “yeah she is a hot blonde that looks like a model, but she has a weird fetish where she likes to fuck fat, poor guys.” Of course, not all women are crazy, but I find this mindset helps reduce my anxiety. On top of that, I have approached enough
super hot women to know that a lot of them ARE crazy in the sense that they are into guys that you
would never imagine them being into.

**Snootyness and coldness are part of the game**

A lot of guys get stuck on the fact that girls look stuck up or they act cold and uninterested when they
approach. But it’s good for women to be cold and snooty! Women are approached by tons of creeps,
losers, and douchebags, so they need to protect themselves by putting up a wall. Women
automatically shit test guys that approach them because they need to filter out the creeps and losers
and also because they want to test to see if this guy is the confident alpha they want.

If you have a sister or a woman you care about, would you want her to stupidly “accept” any guy that said “hi” to her? No, you would want her to challenge, poke and prod the guy to figure out who he is
first. The same way, some of the most awesome, interesting, hottest girls put up a wall and
aggressively test your frame before emotionally investing in you.

Girls do not automatically fall in love with guys based on appearance them like guys do. They need
an “analysis” period while they decide whether to get emotionally invested or not. You need to just
stay the course and hold frame, realizing that she is being bitchy because that is part of the game. As
long as she is continuing to talk to you, she is interested.

Of course, you must use your emotional intelligence to figure out if the woman is being bitchy
because she is an asshole or really does not want to talk to you. Furthermore, even though it may
theoretically be possible to win her over eventually, it may not be worth it. I have seen guys chase
girls for YEARS before getting them, and you need to calculate whether that is a good use of your
time and energy or whether it is better for you to just move on and find somebody else. I have gamed
enough girls by now that I can kind of tell when it is taking too long for a woman to invest in me, and
as I get older and better at game, I have less and less patience.

**All women have a creamy filling**

No matter how cold, snooty, bitchy a woman seems on the outside, all women have a creamy filling.
Deep on the inside they want to get fucked, cuddle on the couch on a lazy Sunday, look up to a
strong, confident man, and connect their creamy filing to a man’s creamy filling. These are just facts
about human nature. Once you’ve broken through to a few girls’ creamy fillings, then you will realize
that all girls have a creamy filling, and the goal is to just patient and hope she brings down her wall
for you.

I have seen lots of cases where a girl will start out the night looking hot and snobby, but by the end of
the night she is making out with some guy who is weird, short, fat, unattractive, etc… I don’t know if
that’s what she wanted or if she is just settling for the best guy that approached her, but either way, I
realized that she was the opposite of this image of a hot bitch that she had projected all night. All
women want love and affection.

**I am not afraid of the competition because I just play my game**

I wrestled in high school and I remember going to wrestling tournaments and feeling paralyzed by
anxiety before my matches. I would look at all the individual wrestlers and wonder how hard they
trained, what moves they knew, how long they had been wrestling, etc… Eventually, I realized that
this type of rumination was detrimental. Instead of thinking about all this bullshit, I needed to go out
there and play my game. I had trained hard, I had a good coach, and I knew I was good. I was either
going to win or lose, but ruminating about each individual opponent’s life story would do me no

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good.

I take that same attitude into approaching. Every woman, bar, club, and environment is different, and a million things can go wrong or right that I cannot predict. All I can do is play my game and hope I win. I approach, say hi, introduce myself, and do it confidently. I have doing pick-up for long enough to know that cold approaching works – not always and not with every person, but it works enough for me to keep doing it.

I see lots of guys that want to endlessly ruminate over the differences of bar game and club game and day game, and the differences in countries, and the differences in girls, etc… This is generally a waste of time. Your “game” should be pretty much the same everywhere and all the time, barring a few exceptions. Ruminating over the individual intricacies of your target is just your anxiety making excuses to not take action.

**Mindsets don’t help**

After I’ve given you a bunch of mindsets, I would like to end by saying that mindsets fundamentally do not help. What matters is doing. Oftentimes it’s better to clear your mind, stop thinking, and just do it.
If seduction were a video game, seducing a stripper or other “professional” would be like playing on hard mode. Strippers have the same emotions as regular women, but taken to the extreme at every level.

So if you are up for the challenge, here is my guide to gaming professionals.

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How to escalate
September 19, 2017 | by Woujo | Link | Original Link

The key to escalating is holding frame, like you can be trusted to take control of and guide the entire night. You must also make her feel that what you are doing is not only ok, it is the right thing to do, and if she decides to get off the plane, she is only hurting herself. And of course, you must appear less emotionally invested in the interaction than her while simultaneously escalating.

Men often fail to escalate because they are afraid of looking creepy or needy. This is a legitimate fear – women are constantly harassed by creeps and they will auto-reject guys who put pressure on them or make them feel uncomfortable. But creepiness is just emotional over-investment. Women take longer than men to get emotionally invested, so there is an “analysis” period where she is trying to figure out whether she likes you and/or wants to fuck you. During this time you must show that you are interested and may want to fuck her, while simultaneously being careful to not jump the gun and freak her out. If you do not show sexual interest, she will either assume that you are not interested in her or that you are a huge pussy. If you show too much sexual interest and will feel pressured and scared. In either case, you lose.

Theory
"Possibly” and double meaning
You must make clear from the beginning of the interaction you are “possibly” interested in fucking her. If you make clear that you will fuck her no matter what she says or does to you, you are emotionally overinvested and telling her you have no standards or boundaries.

To show that my interest is only “possibly,” I speak in phrases that have a double meaning - one meaning where I am trying to fuck and one where I am not. Double meaning sentences keep her guessing and keep the pressure off of her. By not making the sexual intentions explicit, you aid in her plausible denialability.

Here is an example, early in the interaction:
Me: Are you single?
Her: Yeah
Me: Well that’s good for me.
Her: Why?
Me: Because that means some dude isn’t going to come from the shadows and try to kick my ass.
This conversation clearly has an undertone of “I’m glad you are single because I am going to try to fuck you” but can also be framed as “I am glad you are single because I don’t want to get beat up.”
If a girl says something sexual to you, you must be nonchalant and also use double meanings so you don't fail her "test":
Her: God I am horny
Me: Well hopefully somebody can help you with that tonight.
Obviously, I'm telling her there I want to fuck her, but the “double meaning” gives her an “out” so she doesn’t feel like a slut. Another way to use double meaning is with jokes that can be interpreted as being serious or just a “joke.” Another use of double meaning is to “reject” her, but make it clear
you still like her. I might say “you know, Kelly, I really like you but we may be incompatible because we are too much alike.” On its face, that’s a rejection, but you can read between the lines and see that it is really a challenge for Kelly to validate herself.

Obviously, you can’t use the “double meaning” theory in physical escalation. It would be creepy and disingenuous (“I wasn’t trying to touch your ass, I thought it was the couch!”). Physical escalation should be direct and unapologetic.

**Confidence**

Confidence is faith that you will succeed in what you are doing. It’s also the intellectual thought and feeling that what you are doing is fundamentally right and not creepy or weird.

When I was 6 years old, my mom was sewing and I sat on one of her needles. My mom could see if I was trying to figure out whether to cry or not, so she immediately took a needle and poked by dad in the ass, like it was a fun thing to do. My dad then took a needle and poked my mom in the ass. We all started laughing, and I totally didn’t realize that what had happened was “bad.” Women, similarly, need you to decide whether what is happening is “bad” or not. If you act like it’s not bad, she might still think it’s bad, but she also might think it’s good. But if you act like it might be bad, she will definitely think it’s bad.

**Turning the conversation sexual**

To not get friendzoned, you must make clear that you have sexual desires. Women are not grossed out by men wanting sex, they are grossed out by men being creepy towards them (i.e., overly emotionally invested). Women want sex too, but they want it when they want it. I love Oreo cheesecake, but if you tried to force feed it to me when I’m at the gym we’ll have a problem.

You don't necessarily need to turn a conversation sexual to escalate, and it may actually be inappropriate in many instances, but if you do want to turn a conversation sexual, this is how you do it:

1) I talk about sex in the abstract.
2) I talk about my own sexual desires.
3) I talk about my desire to have sex with her.

Each shift is a big escalation, and must be done with emotional intelligence. I speak in a logical, almost professorial tone, as if I am completely in control of my emotions and dick and will not be doing anything crazy, weird, unconfident, or rape-y. The best first strikes are those that flow as part of the conversation. Example:

Her: I believe in gay rights.

Me: Me too! My philosophy is that anybody should be able to fuck anybody they want. Who am I to judge? Have a party.

I may also casually bring up a subject involving sex. I may tell a woman about a documentary I saw where girl cops actually had sex with mafia guys to learn their secrets. I’ll then escalate and say something like “now that’s dedication to your job” or “maybe she liked it, maybe she got turned on by fucking the bad guys.” Note that I am not talking about her and I having sex yet.

The next step is to bring up my own sexuality. I usually do this as a joke. At a Christmas party I might point to an ornament on the tree and say “that’s what my balls look like” or I may point to a tall skyscraper and say “that’s so nice they made a monument of my dick.” Again, this is low-risk
because I am not directing my scary male sexuality at HER. I may also make a self-deprecating joke if it’s appropriate for the subject. If we are talking about drinking, I might say “I don’t do cocaine because my dick does not appreciate it.”

The final step in making the conversation sexual is talking about fucking HER. This is a huge step because male sexuality can be scary. It’s best done in double meanings to make her feel like she has an out. A good way to bring up sex is in the context of relationships, in an intelligent way. For example:

Her: [Says something about her relationships]

Me: Let me guess what your problem is. You want a strong, dominant man and you have a hard finding that because most men because intimidated by you and you “break” them, even guys that were previously confident.

Her (usually): Oh my god, that is so true! How did you know that?

Me: Because you just look like a very confident, alpha female. And obviously you are very pretty and smart, so you are a catch and probably make men go crazy.

Her: I mean, I don’t want to brag.

Me: The solution for you is to find somebody that can handle your awesomeness and still be confident and dominant. You also need a guy who will dominate you in the bedroom and fuck the shit out of you.

Her: You are so right!

Me: I think I know somebody that can help you.

DO NOT DWELL ON SEX. You don’t want to make it weird or uncomfortable, and you certainly don’t want to look thirsty or desperate. This is tricky ground, so your best bet is to get in, make your point and get out. The vibe you give should be “I’m interested in fucking you, but if you say no I will walk away and find somebody else, no problem.” It’s also good to sometimes downshift your escalation so that girls don’t feel like they are on a crazy train that they can’t get off of. You don’t want to look like a zombie who is excited because he smelled blood. Please also keep in mind that not all women want to talk about sex. A lot of women just want to go right to the act – you have to read them and see what kind of person they are. A lot of liberal, “alternative” women are a lot more open to talking about it than conservative women.

Kino

Kino (touching) is important and necessary, but requires you to read the situation and use your emotional intelligence. As with everything, you need to be less emotionally invested than her. I usually do it for a little, back off, and then go back to it. You don’t need to have your hands on her all night for her to want to fuck you – you just need to create that biological “bond” caused by touching. I don’t want a girl to feel like I am smothering her or “trapping” her so I want to give her an “out” if she is not feeling me. Sometimes girls are afraid to say no, so if I back off that give her an opportunity to reassess her situation. But you must go back at a reasonable time so that she doesn’t feel like you lost interest.

If you feel awkward, start slow and build up. When we first start talking, I don’t touch her at all. Then when she starts to show some interest and she wants to say something to me, I will get closer to her so she can talk into my ear and put my arm around the small of her back. When the interesting thing she is saying is finished, I back off and continue the conversation. I do this a few more times as
the conversation progresses to make her comfortable with us touching, and at some point I will get more aggressive with the kino when I feel she is ready.

Other ways to escalate:
1) Deep eye contact
2) Slight hair pulling
3) Whispering things in her ear
4) Reacting to things she says with just smiling.

Rejections
If you go for an escalation and fail, take the leadership position and own it so that it doesn’t become awkward. I might say something like “Well, I tried.” I don’t apologize or start acting weird (supplicating, etc…) because I I didn’t do anything wrong or weird. If she tries to “shame” you for escalating, stand your ground and act like you did nothing wrong (hint: this works better when you actually do nothing wrong – so don’t do anything wrong).

Some comebacks I use after getting an escalation shut down:
1) I was doing you a favor
2) Don’t worry, you might get another chance
3) My mom taught me that if you’re not getting rejected, you’re not trying hard enough
4) You can’t blame me for trying.

If she says no but gets super apologetic, I might just say “I completely understand. Not everyone is a slut like me” or “stop apologizing. Stand up for yourself.” If she actually gets angry, which has never happened, I guess I would say “I apologize, I read the situation wrong.”

If she rejects an escalation attempt, I immediately go cold on it and move on to something else. No begging, no pushing. It’s unattractive and freaks women out to keep pushing. After saying something funny to defuse the awkwardness, I make the conversation platonic again. If I try to make a move on a girl in bed and she says no, I promptly roll over, say “ok, I tried. Good night!” And go to sleep. One of one of the most attractive things you can do is try to escalate, get shut down, and then go back to acting completely normal. Girls will have a lot of respect for a guy who knows what he wants, tries to get it, but then completely respects the girl’s boundaries if she says no.

There is a line of thinking that women “like” to be “taken” and not asked for consent. There is a little truth to this, but whatever you do, please keep in mind the legal consequences of what you are doing and how she REALLY feels. This requires a lot of emotional intelligence and sensitivity. At the end of the day, the woman must want it. Sometimes if I do something “ravishing” I might just make a move and then ask her after a few minutes “do you like this” and if she says yes I keep going. I am not going to risk my future just because some girl is into freaky shit.

Practice
Here are my steps to escalating:
1) Ask if she is single
2) Set the frame that you want to fuck her.
3) Speak to her platonically about things you are both interested in THAT ARE NOT HER.
4) Use your emotional intelligence to read her, and when you feel like she is ready, and it is
appropriate, escalate confidently using kino or a double-meaning phrase

5) After she has hopefully accepted your escalation, go back to platonic mode.

6) Occasionally get her to change locations with you. Let her know the plan.

7) Repeat steps 3-6 until you close.

1) Ask if she is single

I always ask if she is single as early as it is appropriate. Plenty of girls are happy to waste your time for validation and attention, only to let you know at the end of the night that they have a boyfriend. Fuck that noise. I want to know from the start. Some losers think that asking a girl if she is single is “needy” or “too forward,” but neediness is a function of your demeanor and your frame, not your words. If I ask a girl if she’s single, I am forcing her to qualify herself – I still may walk away even if she is single because I may get bored by her.

2) Set the frame that you want to fuck

This step requires emotional intelligence Usually asking a girl if she is single is enough to set the frame. Sometimes I’ll just say “you look really hot now.” Other times, I may say nothing because it is implied by the emotional context of the conversation. In any event, I need it to be clear that we are not having a “friendly” conversation. Even if she says something like “hey I thought we were just hanging out” I can credibly say “no, I made it clear that I was trying to fuck you.”

A lot of guys are afraid to set this frame because they think they will scare the woman off. Again, creepiness and aggressiveness is a function of your frame and emotional investment. Women do not get annoyed that men want to fuck, they get annoyed when men do it in an awkward, anxious, manipulative, creepy, or overaggressive way.

Think about it like this: if she rejects the idea of fucking you right from the beginning, wouldn’t you want to know that before you wasted a bunch of your time?

3) Speak to her platonically about things you are both interested in THAT ARE NOT HER

Having platonic lulls in your escalation is necessary for several reasons. First, you don’t need to have your hands all over her or be saying sexual shit all night for her to fuck you. You just need to open the door and make sure she feels “accepted” and comfortable with you. Second, escalating all night is exhausting. If you are out with your girlfriend, you would not spend every second escalating so why would do that with some random girl you just met. Third, escalating all night is exhausting. I want to fuck at the end of the night, but until then, I want to have a fun, normal conversation. Fourth, having platonic lulls takes the pressure off of her and makes her feel like you are not a crazy zombie that is hell-bent on fucking her and nothing else: you are actually an interesting, fun person who has more going on in his brain than sex.

Platonic lulls also keep her guessing. From her perspective, you’ve said you want to fuck, but you also talk to her like she’s just another person, but now you’re escalating. What’s really going on with you? Keeping that mystery and uncertainty will keep her stimulated and interested.

4) 1) Use your emotional intelligence to read her, and when you feel like she is ready, and it is appropriate, escalate confidently using kino or a double-meaning phrase

I explained these concepts earlier. I usually escalate on a high emotional note, but please keep in mind that it is not my responsibility to keep her “entertained” on the date. A lot of guys become clowns for girls and are constantly trying to impress them or make them laugh. Fuck that. There is no “show” you can put on for her that will keep her interested all night. The most attractive thing about
you is your demeanor – i.e., you following your mission, which in that moment is having fun. She will be more attracted to you following your mission and having fun than trying to artificially create emotional spikes so you can escalate.

When you escalate, read her to see how interested she is in you. If you put your hand on her waist a positive reaction will be her putting her hand around you, a neutral reaction would be her just standing there and not doing anything, and a negative reaction would be her moving away or taking your hand off of her waist. If she reacts positively, great – keep going (but wait a little bit for the next escalation so you don’t look super aggressive). If she reacts negatively, stop and re-assess whether she reacted negatively because you are moving too fast or because she just doesn’t like you. If you are moving too fast, downshift. If she is just not attracted to you, quit and move on. If she acts neutrally, she may be doing so because she is afraid of saying no or because she is just not expressive. Keep escalating, but read her to make sure you are not wasting your time or making her feel uncomfortable.

5) After she has hopefully accepted your escalation, go back to platonic mode

This step is a counterpart to step 3.

6) Occasionally get her to change locations with you.

This may be the most important step. Your ultimate goal is to get the girl emotionally invested in you, and to do this you must get her to DO THINGS FOR YOU. Her words mean nothing – women are trained by society to say whatever guys want to hear. And in the context of a bar or a nightclub, the best thing way to get her to emotionally invest is to follow you around. If she refuses to follow you around, it is either because she is just not interested in you, or you are totally emotionally invested and you need to tap the brakes.

If you get her to change locations with you two or more times, you are probably in. You also need to let her know the plan. I am constantly verbalizing the plan for the night:

• Hey, let’s have a drink here and then go to [some other bar]
• My friends are going to be at X bar in 20 minutes, let’s go meet them after this.
• Dude, I love this song. After this song, let’s go to my house and get a drink.

If you’ve set the frame where you are the leader and she is following you around, she will follow you home. There is no magic line to get her to come home with you – I usually just say “come have a drink at my house” so it’s clear I am trying to fuck.
I will start by being completely honest. I am only writing this article to make money. I think it is definitely possible to get out of the friendzone (I’ve done it several times), but it usually a waste of time. 9 times out of 10, if a woman has friendzoned you, she was either never interested in the first place or she has solidified in her mind you as “just a friend” and it is difficult for you to crawl back out of that bucket. If a woman likes you, she will move mountains to get you, so if you guys are hanging out platonically, and she is not showing sexual/romantic interest, she’s probably not interested and never will be.

But I know a lot of guys want to try to get out of the friendzone, so here is my guide.

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How to have a conversation with a woman

September 19, 2017 | by Woujo | Link | Original Link

The first thing you need to know about having conversations with women is that you don’t need to have a conversation with a woman to have sex with her.

The purpose of a conversation is to demonstrate to her that you are confidently, joyfully, and resiliently pursuing your life’s mission, your life is fun and interesting, and that you will let her join your fun and interesting life if she emotionally invests in you and behaves properly. But you don’t need to talk much if she already knows these things. When Leonardo DiCaprio fucks supermodels he doesn’t spend hours “gaming” them – they already know what the deal is. But for the rest of us, especially when we first meet a girl, we may need to do some talking.

All of these concepts are connected. If you are not joyful, she will assume your life is not fun and interesting. If you can be distracted from your mission or be perturbed, she will either think your life isn’t that fun and interesting, or that she shouldn’t join because it can be interrupted at any time. If you let her join without her emotionally investing, she will assume that there is nothing special about your life. Etc...

You “win” the conversation by getting her emotionally invested in you (following you around, showing interest, doing things for you, letting you escalate sexually, etc…). Think about the conversation as you reaching down and lifting her up into your fun and interesting life. You don’t need to tear her down or fuck with her self-esteem. Treat with her respect and like she’s awesome, but keep in mind that you are equally awesome, and maybe even maybe more awesome. She should see the conversation as an audition to enter your fun and interesting life, and she should associate you with feelings of positivity and fun. You are a drug she gets high on and addicted to.

To prevent this article from not being too long, I won’t discuss sexual escalation – that will be the subject of a different article.

This article is divided into two sections: theory and practice.

**Theory**

**Have fun**

As part of your fun and interesting life, the conversation should be fun and interesting for both you and her. Your “frame” for the conversation should be “I’m a fun and happy guy, and I’m talking to you because it’s fun.” It’s fun to laugh, learn things, and connect and share your awesome life with somebody who invests in you. Unfortunately, most guys’ idea of “fun” is to follow around a woman, buy her stuff, and beg her to hang out. These guys are too emotionally invested in women.

To have a fun conversation but not act too emotionally invested, talk about things that you passionately enjoy THAT ARE NOT HER. You can only emotionally invest in her and after she emotionally invests in you. Of course, you can compliment her clothes, talk about her hobbies, talk about her life, etc…, as long as you show that you are actually interested in those things for their own sake, and aren’t faking it just to get to her. It usually won’t take long for her to emotionally invest in a conversation enough to start talking about her.

Many guys are afraid to approach or talk to women who look “bitchy” and “cold.” That fear occurs when they are thinking too much about the woman and not enough about their own fun (in other words, they are too emotionally invested). Imagine you are a crackhead high on crack and you see a...
woman that you know has crack. A crackhead wouldn’t think “I’m scared to approach, what if she rejects me, she looks mean.” A crackhead would think “oh shit!! That lady has CRACK!! And I want some!!” Similarly, every girl is the source of a possible fun conversation. When you become confident and more invested in your own fun than her, words will just spill out of your mouth when you see a pretty girl or there is something interesting to talk about.

Don’t go into the conversation only hoping for sex. Focus on having fun and forming a connection. My good friend says “you should be more focused on laughing than getting laid.” Realistically, most women you talk to will not have sex with you, and if you go into the conversation thinking “I need to fuck!” you are already too emotionally invested. You must show sexual interest from the beginning of the conversation, but live in the moment and enjoy the conversation as fun for its own sake. After she invests and shows interest, however, you must escalate. A lot of guys “play it cool” and get the girl interested but continue to play it cool when they should be escalating. That’s also a mistake.

### Emotional investment

Not being emotionally invested is difficult because beautiful women create a reality distortion field that causes men to become stupid, needy, desperate, validating, etc... I wrote a whole other article on emotional investment but briefly, you should do the following things to not look or be emotionally invested:

- Don’t do anything for her she wouldn’t do for you (examples: buying her a drink, following her around, holding something for her, etc...)
- Keep other things in your thoughts and feelings while you are talking to her.
- Don’t change your behavior or curtail your fun to make her like you. Don’t supplicate to her or validate yourself to her.
- Stay relaxed and calm no matter what she says or does.

I use the “cheese pizza” method, where I direct my thoughts and feelings to something that I love (like cheese pizza, my painting hobby, or listening to Guns n’ Roses in my bedroom at 4 AM by myself), and treat the conversation with her as a side dish or dessert to my main thoughts.

Emotional investment is subconsciously communicated, and a woman can tell if you are too invested. Women don’t auto-reject guys because they are antisocial or because they are not “attracted” but because the guy shows too much emotional investment right from the beginning and feels creepy or like he will bring pressure and annoyingness.

Talking to women is like surfing. If you ride too forward on the wave, you fall off. If you are too behind on the wave, you never catch it at all. Similarly, when talking to a girl, if you are too emotionally invested, she will lose attraction because you are putting pressure on her. If you are not emotionally invested enough, you will look uninterested and she will emotionally invest elsewhere. Use your emotional intelligence to gauge emotionally invested she is, and then be slightly less invested. You reward her emotional investment by showing more and more interest. Compliments are fine, but your compliments can get “deeper” as her investment goes deeper. My compliment at the beginning may be “nice backpack” and later it may be “nice ass.” “Nice ass,” however, before she’s shown interest will come off as creepy and overly aggressive.

The “push-pull” technique helps you remain one step behind her in emotional investment. Occasionally “joke” about leaving (“oh you don’t like Oreo cheesecake? Sorry, I have to go.”), occasionally get distracted (“sorry, I’m listening, but look at the way that guy over there is dancing”),
make her qualify herself (“you say you are the best employees at Arby’s, what’s so great about you?”), and generally make her feel like you might just leave at any time. You have to be very smart using this technique, because if you act too seriously, she might think you really lost interest or rejected her. Women take rejection very badly, so you need to make sure she feels “accepted” the whole time.

My policy on teasing is that if a reasonable person will agree that she did something stupid or silly, I make fun of her for it. Example: “I can’t believe you pushed the door where it said ‘pull.’ You’re like the retarded kid in the Far Side cartoon.” Of course, you must use your emotional intelligence to make sure she’s not offended. If she feels like you are actually putting her down she will feel rejected and go look elsewhere. For example, if a girl says a word wrong I will make fun of her for it but I quickly pull back if I can tell she is insecure about people thinking she is stupid. I never, ever tease a girl about her weight and I also stay away from her appearance and other shit she can’t control. I also stay away from obvious shit she’s heard before or anything politically incorrect if I don’t know her. If she’s offended, give a brief apology (“You know I was joking, but I apologize anyway”), move on, and don’t let her dwell on it.

It’s good to disagree with her and challenge her, especially if you have a strong opinion on something. That said, don’t argue with her and don’t try to change her mind if it’s something she has her mind set on.

Although you should be genuinely interested in what she’s saying, you should subconsciously communicate that you are slightly less “into” the conversation than her. If she ignores something you say, ignore her for a while. If her body language “deflates,” you deflate more. If she starts looking around and breaking eye contact, you do the same, but worse – you may even want to leave and try to reconnect later. Look at her actions, not her words. What has she done for you? Is she following you around? Is she buying you things? Is she touching you? Again, you have to be smart about this so she doesn’t think you are playing games or that you are cutting her off.

Mystery

A “mysterious” man is one who looks like he has a secret fun and interesting life that requires “work” by a woman to access. Mystery is related to transcendence. Humans naturally want something beyond our reach, that challenges us and expands our mind. Even if you have the most awesome life in the world, if a woman “figures you out” she loses the excitement and awe that comes with transcendence, and you become just another guy with pluses and minuses. Don’t spill the beans about all the interesting things you do right away. And never fully present your life to her – the moment she sees behind the curtain, you are no longer the Wizard of Oz.

A man living a fun and interesting life will necessarily be mysterious because he will more interested in pursuing his fun and interesting life than telling people about it. Furthermore, because a confident man cannot be constrained or controlled by anybody, he will necessarily be mysterious because he will do and say things that are out of the norm. I bring up crazy topics like the Syrian civil war, my plan for world peace, my plot to overthrow the government of Venezuela. If she’s not into it, I change the topic, but I want to let her know I live in a different reality.

Resilience

Resilience is the ability to confidently pursue your goals and not let anything or anybody perturb you. Women are attracted to resilience because they naturally want a protector, and a protector’s commitment is only credible if he cannot be distracted from his mission, whatever the mission is is. If
a protector becomes emotional, distracted, or submissive, he can no longer be trusted to protect. If you shoot a bullet at Superman and he flinches for even a moment you will think “oh shit, maybe he isn’t bulletproof.”

Resilience is joyful. A truly confident man that cannot be controlled by others and is destroying all obstacles in his way is necessarily joyful, because why wouldn’t he be? The “alpha” emotion is not stoicism, anger, or a “tough guy” attitude, but pure, unmitigated joy.

The opposite of resilience in anxiety. Anxiety exists for different reasons, but evolution created social anxiety to paralyze members of the tribe whenever they think they may do something that will upset or offend the alpha male. Although equality is great, evolution determined that a tribe is stronger if everybody follows a single mission (determined by the alpha male), rather than each person’s individual mission. If a man shows anxiety, he is subconsciously communicating that he is not the alpha male, he does not determine the mission, and worst of all, he can’t be trusted to lead the mission because he can perturbed and controlled by the real alpha male. This is why the classical image of the “lady’s man” is a smooth, calm, comfortable, relaxed, soft-spoken guy that doesn’t freak out no matter what happens.

If you are too emotionally invested and a woman feels like she can control you, that means that the alpha male can definitely control you. Therefore, do not supplicate to a woman, act anxious, validate yourself, or follow her around until she is emotionally invested in you.

Shit tests

Women subconsciously “shit test” men by raising doubts about the man to see if he reacts with anxiety. If he acts weird, angry, desperate, needy, creepy, stupid or generally “out of the ordinary,” or explains himself submissively, he fails because she knows he can be perturbed. Women subconsciously know that women are man’s strongest distraction.

You must dismiss a negative shit test as if you didn’t hear it or as if it was a joke. You can “agree and amplify,” so if she says “you are cheap” you can respond “that’s because I only make 36 cents a year” or if she says “are you a player” you say “yes, you’re the 26th girl I’ve had sex with today.” Many men fail shit tests because they take her statement as one of genuine concern. Whether or not she is actually concerned is not important, it’s how you react to the anxiety she emits. If she has a real concern (“did you lock your doors?”) answer confidently and don’t dwell on it or explain yourself (“yes, I did.”)

But beware- if the negative shit tests never stop, or become very disrespectful, leave – some women are just assholes and don’t want to fuck you. Even if she will fuck you, as a man you need to have some dignity and not tolerate disrespect from anybody.

Women also shit test men by saying things like “I get really horny when I’m drunk” to see if she can faze and control him with her sexuality. Men fail this test if they get overly excited and act stupid or submissive. The right answer is to laugh and not be perturbed. I might say something like “Good for you, sweetie. I hope for your sake you don’t fuck this up” or “good news! Me too” and change the subject.

The emotional connection

Women are attracted to resilient men because they need an physical and emotional “rock.” You become an emotional rock by listening to her anxiety-laden thoughts (shit tests, problems, etc…), filtering them through your confidence, and returning them back to her purified and without anxiety.
A conversation with a woman is often an interview where she asks “how would you deal with this problem if?” and your answer is “I would do nothing because it’s not a problem to me.” You must acknowledge her feelings so you don’t look like a cold asshole, but make sure to not also have those feelings. Even if you can think of a rational solution to a problem she has, a solution is an acknowledgement that you see the problem as a problem and therefore you may ALSO feel some anxiety about it. If you feel anxiety, you cannot be an emotional rock. Sound incredibly irrational and stupid? It is, but that’s how human emotions work.

Example:
Her: This girl at my work is going around telling people I’m a slut, and I’m getting really upset.
The wrong way to respond: That’s totally inappropriate for a workplace and you need to go complain to HR. They will probably reprimand her and maybe even fire her.
The right way to respond: That’s awesome! I understand you’re upset, but she’s only saying that because she is jealous of you. I love haters! My philosophy is that if you’re talking about my dick, I’m the winner. (Laugh and then change the subject.)

This poor girl feels upset because her coworker is calling her a slut and she probably feels too much anxiety to confront anyone to fix it. The first response is rationally correct and marginally better than what she actually does. But going to HR and complaining about the gossiper is still a stressful and anxiety-laden process. A woman responding like the guy making the second response, however, would have been laughing and having fun the whole time. Her “problem” wouldn’t have even been a problem.

If she actually has a difficult problem you can’t just laugh off or dismiss, you should still dismiss it if she has not yet emotionally invested in you or done anything to deserve your concern. Sometimes a girl will drop a bomb like “I was raped when I was little” or “my grandfather just died.” The proper reaction is “I’m very sorry to hear that” and change the subject. If you are in a real relationship with her where she is emotionally invested, you should help, but until then, you have the right to dismiss her problems because you are not her therapist.

A conversation is a service
Most people are terrible at conversations because they are selfish. They use the conversation to brag, rant, put others down, talk about themselves, talk about things nobody else cares about, etc... Most people don’t listen in conversations; they just wait until it is their turn to talk.

You can make anybody in a conversation feel good by being the #2 in the conversation. Let her talk about herself and what interests her.

There isn’t much reason for a man to talk in a conversation. Talking a lot is usually an expression of anxiety. What do you need to tell her so badly? She doesn’t give a fuck about you or your life, she only cares about her own emotions. When people talk, it’s usually for supplication, validation, begging, asking, complaining, ranting, venting, bragging, pushing their beliefs on other people, talking just to hear themselves talk, or thinking out loud, and those are things a man should not be doing. Men do, they don’t talk. Your only talking should be to guide the conversation, tell her the plan (e.g., “we are going to the other bar next”), give her opportunities to spray her anxiety at you so you can dissipate it, and to express the fun you’re having. You can express joy, excitement, laughter, and other positive emotions if she does something (or something happens) that generally causes you to have fun. But if she’s not giving positivity, then you will have nothing to say because you are less
emotionally invested than her.

In every conversation, there is a “giver” and a “taker.” If a nobody rapper strikes up a conversation with Jay-Z at a club, Jay-Z is the “giver” because it the nobody rapper has nothing to offer Jay-Z, whereas Jay-Z has everything to offer the nobody rapper. The giver/taker dichotomy exists in the parties’ emotions, regardless of whether anybody actually gives or takes anything. Even if Jay-Z does not actually give the guy what he wants (a record deal, a shout out in his songs, etc…) Jay-Z “feels” like he is “giving” the guy something simply by being there.

In the ape world, the alpha male controls all the resources, and the other apes obey him so they can get some of his scraps. The alpha male, therefore, is always the giver and never the taker because the alpha male needs nothing from anybody. Those ape emotions carry into the human world, so we still “feel” like there is a giver and taker no matter what the actual material circumstances are. A rich investment banker slobbering over a stripper at a strip club is a “giver” because of the money he spends, but he “feels” like a taker when he talks to the stripper because he needs her more than she needs him. Sound contradictory? It really isn’t – you just have to realize that the frame created by reality and the one created by our emotions are different.

The giver/taker distinction is subtle and subconsciously communicated. From a giver, “what book are you reading” sounds like an invitation for the person to talk about a book they are enjoying. From a taker, “what are you reading” sounds like an annoying question prodding into their business.

You don’t need to obsess over whether you are giver or a taker – just don’t be too emotionally invested. If you are not emotionally invested in her, she will not be in your thoughts and emotions, therefore you will not “want” anything from her, and therefore you will not be a taker. There’s nothing wrong with “some” taking in a conversation – after all, you should be enjoying the conversation too – but she should feel like she is taking more. You don’t want to feel like an annoying drain.

What can you give her? First your mere presence, time and attention is a huge gift. A man with a valuable mission only gives his time and attention to deserving people. Your other gift is your confidence and your open mind and heart, which lets her talk and dissipate her anxiety through you. All most people want is somebody to listen to our worries, anxieties, pain, frustrations, joy, hopes, and dreams. Therapy is mostly just a person listening. You can provide a woman value by finding out what is weighing on her mind (relationships, family, career, spirituality, her health, her future, etc…), and letting her talk. The deeper and more important, the better.

Another gift is joy - being around a happy, joyful person makes us happy too (this is related to dissipating her anxiety). Not being emotionally invested is also a gift – it is rare for a beautiful woman to find a man who is not immediately seeking to “take” from them. Smaller gifts are providing an interesting conversation, being funny, telling her your interesting opinions, being a good role model to her, leading her around and showing her your interesting life, teaching her things, etc…

**Leading from behind**

You must control and lead the conversation while letting her talk about herself. You must subconsciously and consciously choose the topics, assert your boundaries, challenge her and disagree with her at certain points, add value when appropriate, and dissipate her anxiety. Women need to be accepted so you must not let her feel weird, awkward, or abandoned. You must have a plan which you verbalize as it unfolds so she can follow. If you are going to go to the bathroom, clearly and confidently say “I’m going to the bathroom right now, I’ll see you soon.” Going to get a drink? Say
“hey let’s get a drink right now.”
You should not let her talk about stuff that does not interest you. Listening to boring bullshit is the opposite of what a guy with a fun, interesting life would do. She will be able to tell you are not having fun. Women sometimes talk about stupid and boring things to subtly shit test you. If you fail, you look like 1) you are trying to manipulate her by pretending to care, or 2) you are her “conversation servant” with no backbone of your own, making you look weak and perturbed. Women don’t need sex bad enough to listen to boring guys and neither should you. If a woman tries to talk about some other guy she’s interested in, I will say “I don’t give a fuck about the guys in your life.” It may sound rude, but she knows she was being rude. If she complains about something insignificant I say “who cares?” If she’s talking about something girly like make-up, I will just say “Sorry, I don’t know anything about that.” If she says something stupid or useless, I just won’t respond. Remember the way the cool kids in high school would roll their eyes when a nerd would ruin a conversation by saying something nerdy? She should feel like you might do that.
A conversation is a Venn diagram – there is a circle of stuff that is interesting to you and a circle of stuff that is interesting to her. Your conversation should be where those circles intersect. Guys who say “nothing about girls is interesting” are wrong. Everybody has something interesting about them – most likely, you are too wrapped up in your own egos and desires to see that. How can you not enjoy talking to somebody that WANTS you to be dominant?

Practical steps
Scanning
Scanning is when you try to figure out the deepest, most important thing she wants to talk about. Starting a conversation requires emotional intelligence, creativity, the ability to “read” her, empathy, and most importantly, practice, so I can’t give you a perfect “line” that works every time. Most guys are awful at scanning because they are wrapped up in their own egos, desires and anxieties.
Analyze all the data. How is she dressed? Where are we? Who is she with? Women at EDM festivals are probably thinking about drugs, DJs and partying. Women at upscale bars and lounges are probably into their career or success. Older women want more intelligent conversations. Younger women are worried about their future. Etc…
Obviously, most women are not ready to pour out their heart to a stranger they just met, so you usually start with something superficial, and then dig deeper as the conversation goes on.
I often start with “hey, how are you” and then:
• What did you do today?
• What brought you out tonight? Is there a special event?
• Do you come here often? I’ve never seen you here before.
• Do you know X? He’s having a party here tonight.
These seem like trivial, superficial questions but they are designed to get her talking about what she cares about. “What did you do today?” will bring out the thing most on her mind that day. “What brought you out tonight?” gives you a window into her mindset. “Do you come here often?” shows what kind of places she likes to go. Etc...
I like to start as deep as possible, but if those lines feel too invasive for a particular situation, you can start more superficial, like an observation: “hey nice sneakers,” “nice backpack, you look like you’re carrying around contraband.” Follow it up with an assumption: “you look like are kind of a hippie” or
“you look like you’re from LA.” Observations and assumptions must be authentic: you must really think her sneakers are cool or that she’s from LA. Women can sense fakeness. You can also comment on something in the environment at the time (“this DJ is great!” or “did you see the fight outside”) and then ask more probing questions as the conversation progresses. Use your emotional intelligence to know when to press the gas and go deeper.

Don’t make the conversation an interview. The goal is to find what’s important to her and then create an interesting conversation from that, not just to ask questions for the sake of asking questions. You can use “deep listening” to find what she really cares about, by trying to sense what she is emotionally tied to.

Example:
Her: “I hung out with my parents this weekend.”
Me: “What did you guys do?”
Her: “We went ice skating.”
Boring response by me: “oh, how was that?”
Deep response by me: “Ok, so who’s better at ice skating? You or your parents?”

The deep response seeks her deeper emotions: competitiveness, her relationship with her parents, etc… Of course, she might not be impressed with this question and say “eh we’re both the same” That’s ok. Just try again.

If the girl isn’t giving you anything or is being uninteresting, don’t feel pressure to push the conversation. She needs to impress you, not vice versa. Don’t be afraid of awkward silences and don’t be afraid of losing interest. Remember, you have a fun and interesting life that you can always return to and she should feel that.

**Threading**

Threading is when you use something she says as a springboard to a new topic. Chaining works best with deep listening, because picking out some random word or topic she brings up is less effective than finding out that she deeply cares about. Threading is much better than asking a bunch of random, unconnected questions.

Examples:
Me: Where are you going on vacation?
Her: London.
Me: Do you have a particular site you want to see?
Her: Well, me and my friends are going to splurge on really fancy restaurants.
Me: Oh, is there a particular restaurant you are excited about?
Her: [Blah blah blah]
Me: So you’re a foodie?
I’m digging to find something she’s passionate about. Although being a foodie is a passion, I want to find something deeper and more fundamental.

**I found something she cares about, what now?**

When you find something she cares about, make the conversation about positive feelings (hers to a large extent, yours to a smaller extent). You may need to get her started by talking about your
feelings. At a music festival I may say “my favorite DJ is X, and the best day of my life is when I did molly and saw him at Y festival.” I don’t tell this story because she cares (even though she might), but because I want to her to tell me about her favorite experience. Girls are shy and sometimes afraid to express themselves, so I open the door to form a connection.

Keep the conversation about positive and deep feelings, not just “I had a delicious sandwich today.” Good topics are karma, relationships, your quest for success, God, spirituality, etc... Stay away from negative feelings, and if you do talk about negative feelings, talk about them in a funny, lighthearted way that takes away the anxiety associated with those feelings.

When a subject runs its natural course, go deep about something else. You may need to step back a few steps in the chain. For example, in the earlier example we went far afield of the original topic (her trip to London) and start talking about food, but now that I have that chain in my mind I can go back and talk about London again (“so what else are you excited about seeing in London”).
Books you should read

A lot of people ask about me what books they should read. For that reason, I have made a list of the top books.

Books About Seducing Women

*Models by Mark Manson*

This book, simply put, is the bible. It is widely recognized as the best book on seduction. I like this book because it moves away from the traditional paradigm of teaching you "tips and tricks" and instead focuses on developing an inner confidence and vulnerability. If you're going to buy a book, buy this one.
How often do you hear women tell you the following?

“I haven’t felt butterflies like that in years.”

“We shouldn’t be left in a room alone together.”

“Wow, how do you do that to me?”

Master the triggers for sexual attraction outlined in this article, and beautiful women you’ve just met will make the above statements regularly.

There are five elements to creating an irresistible sexual attraction: 1. Intent 2. Tension 3. Eye Contact 4. Mystery 5. Sexual conversation. Fortunately, there are simple, practical tricks you can learn that will allow you to master each of these elements with ease.

**Intent**

Intent can be such a murky concept. Although it might seem like you’ll have to fine-tune your chakras or meditate in a cave to master intent, it’s actually a concept grounded in human psychology. Put simply, intent is your expectation of what is going to happen in an interaction with a woman.

Intent is mostly expressed in feelings. Humans evolved mirror neurons that allow us to feel what people we interact with are feeling. This allowed people to avoid dangerous situations, if someone had a bad intent, they could feel that something was off, and so they would exercise caution in that interaction. Similarly, if you are nervous, a woman will be able to feel that, and she will assume that you must be nervous for a reason, your intent will make her lose interest in you. Conversely, if you feel confidently attracted to her, she’s much more likely to feel the same for you.

So, if you expect a girl to like you, she’s more likely to become attracted to you. How do you learn to project a strong intent? No, you don’t need to align your chakras or meditate in a cave. You can build your intent through a technique that psychologists use to treat anxiety, conscious reinterpretation.

Harvard scientists ran a study in which they caused participants to feel socially anxious by making them give a speech in front of an audience. The first group wasn’t given any special instructions, and unsurprisingly their levels of social anxiety were high and their performances suffered as a result.

The second group was given a very simple exercise to practice. Whenever they felt nervous, they were to tell themselves, “I feel excited.” They were instructed to reinterpret anxiety as excitement.

The audience scored the second group as performing significantly better, and participants in the second group also self-reported feeling more calm and confident.

How do you use this to change your intent? If you are nervous talking to a girl, you can do exactly what participants in the study were instructed to do, tell yourself, “I am excited.” Over time, as you practice this, your anxiety will turn into excitement, and she will feel this excitement off of you, and therefore feel more positively towards you.

But you can take this even further, when a girl makes you feel anxious, you could interpret that as nerves, but you could also interpret that as sexual attraction. In fact, the feelings people feel when they are nervous and when they are attracted to someone are almost identical: butterflies in the stomach, fast heartbeat, and even sweaty palms. If you feel that these symptoms are a bad thing, they
will make you feel uncomfortable, if you feel that they are your body’s way of telling you that you should talk to someone, they will be positive. When you see a girl you like, and you feel the symptoms of attraction, tell yourself, “Damn, she’s attractive, I need to talk to her.”

One of the largest psychology studies of all time found that the most powerful trigger for attraction is the feeling of being genuinely liked by someone else. When you learn to accurately reinterpret anxiety towards a girl as attraction for her, you will allow yourself to feel more attracted to her, and as a result, she will feel more attracted to you. This is the power of a strong intent.

**Sexual Tension**

Negs, pushes, emotional spikes, are all techniques used to build sexual tension. Unfortunately, they are also the most misused techniques in the pickup community. I’ve floundered with these techniques many times myself, I would walk up to a girl I thought was particularly attractive, and I would start berating her with negs. I was overtly teasing her to raise my ‘perceived value’, and to make her feel a lack of validation. Suffice it to say, this didn’t build attraction, it just led to uncomfortable, and short, interactions.

Why? For any teasing technique to work, there’s an important nuance that must be understood. Before you tease, you and a woman must be in rapport for it to have a positive effect. If you and her aren’t on the same wavelength, aren’t vibing, than these techniques are meaningless.

However, if a girl is connecting with you, and then you strip her of validation, it will build a powerful sexual tension. To get her validation back, she will start to chase you. There are many lines you can use to make a girl chase you, for example, if she says she’s from California, you can say, “I hate California.” If you were already in rapport with her, this will feel invalidating, it will make her wonder if you really like her. This creates a psychological vacuum effect, to ease her discomfort, she will start to chase you and earn your validation back.

There are numerous effective techniques, the key is to only use these techniques after you’ve already built rapport with a girl. The power of this simple strategy will shock you.

**Eye Contact**

Eye contact can trigger attraction on its own. Famed evolutionary psychologist David Buss writes in his book, Why Women Have Sex, “In one study, forty-eight women and men came to a lab and were asked to stare into each other’s eyes while talking. The effect of mutual gaze proved powerful. Many reported that deep eye contact with an opposite-sex stranger created feelings of intense love. Another study had strangers first reveal intimate details of their lives to each other for half an hour, and then asked them to stare into each other’s eyes for four minutes— without breaking eye contact or making any conversation. Participants again reported deep attraction to their study partners. Two of these total strangers even ended up getting married!”

Eye contact is powerful, but how do you improve it? Whenever you are in a location with women, improve your eye contact with this simple game. Whenever you see a woman, look at her eyes, if she doesn’t look at you, avert your gaze after 3 seconds, if she does look at you, hold eye contact until she looks away from you.

Over time, this simple technique will lead you to make powerful eye contact effortlessly in all of your interactions with women. Your ability to create attraction will be significantly magnified.

**Mystery**

Like intent, mystery can be a vague, hard-to-understand concept. In high school I learned that it was
attractive to be mysterious, and I heard that to be mysterious meant not to talk much. So, to become mysterious, I just didn’t talk to girls. Maybe this did cause me to create an aura of mystery, but I was missing the point.

To be mysterious, you simply have to make a woman curious about you, you have to leave her with unanswered questions. Mystery is attractive because it shows that you have depth, and women get bored of the constant barrage of uninteresting, simple, guys that try to get in their pants. Show that you are different, offer her some mystery, and you will trigger attraction.

How can you do this without learning complicated routines? Say one line that she won’t be able to get out of her head. Tell her something she doesn’t usually hear, something provocative, something that will make her wonder about you.

My personal favorite line to accomplish this?

“I bet you don’t meet a guy like me every day.”

This line has an insidious effect. It proves itself true, very few men would say something so cocky, and simply saying this line proves that you are different from other guys, because other guys don’t talk like that.

This line creates mystery, because she will wonder exactly what it is that makes you different? She will want to know why you would say something like that, she will want to know why you have so much self-confidence. She’s going to want to solve this mystery, and the only way to do so, is to spend more time with you.

**Sexual Conversation**

What happens when you think about sex? Assuming you don’t have some kind of dysfunction, you get aroused. If you talk about sex, you will make a woman more attracted to you because of a strange phenomenon called the misattribution of arousal. In the famous bridge study, participants crossed a nerve-wracking swaying bridge with a 230 foot drop to the river below. On the other side, they were approached by an attractive female lab assistant and given a short survey. Afterwards, she gave them her phone number so they could call if they had any further questions. Half of the participants called the lab assistant after crossing the rickety bridge, and several even asked her on a date.

This is in contrast to the participants who crossed a safer, more stable bridge, none of whom asked the assistant on a date.

This is because, like I mentioned earlier, the symptoms of anxiety and attraction are very similar. Participants who crossed a dangerous, rickety bridge were brought into a state of heightened emotional arousal. They were still in this state when talking to the attractive lab assistant, and afterwards they decided to ask her on a date because they thought their anxiety from crossing the bridge was attraction to the lab assistant.

Similarly, if you bring sexuality into a conversation, it won’t make a woman attracted to you directly, but thinking about sex will turn her on, and she will naturally associate her feelings of sexual arousal with the person she is interacting with, you.

How can you bring sex into a conversation without it being uncomfortable or awkward? Play the question game. The rules are simple, you each ask questions of each other, the more personal the better. Questions can’t be repeated, and if either of you are uncomfortable with a question, you can ask to have it replaced with another question.

Tell her you want to play the game, explain the rules, and to start you can ask moderately sexual
questions like, “What was your first kiss?” As the game progresses, ask progressively more sexual questions. Because it’s a game, nothing is off limits, and if you go too far, she can just pass to the next question.

The question game will allow you to comfortably bring sex into your conversation, and as she thinks about sex, she will naturally associate those thoughts with the person she is talking to, namely, you.

**Conclusion**

Integrate these five triggers for sexual attraction into your interactions with women and most women you meet will desire you. Women want to meet men who turn them on, but so few guys get it, so few men understand what really make a girl feel sexual attraction. These guys try to prove themselves with impressive jobs, nice cars, and big muscles. But women don’t want any of these things as much as they want a man who makes them feel good, use the techniques outlined in this article, and you can be confident in the fact that you will give women what they really want.

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How to approach

September 19, 2017 | by Woujo | Link | Original Link

1) The best way to go out is with a big group that you are not committed to. When you are not committed, you can wander around, talk to whoever you want, and do whatever you want. When you are “committed” to a wingman, you narrow your effectiveness because you can basically only charge 2-sets and you have to hope they like both of you (and your wingman doesn’t suck), which is a little harder.

2) Don’t try to fuck every girl there. This is probably the biggest mistake PUAs make. Girls can smell desperation and they can definitely smell a creep who will take anyone he can get. I’ve literally seen guys go from girl to girl while everyone in the club watches them – why would any girl want to fuck you if they see you do that? Your goal in going out is to have fun, not to fuck anything you can get. You should only be spending 20-30% of your time at a club approaching. The rest of it you should be talking to your friends, dancing, playing on your phone, whatever. Once you start talking to somebody, then you can spend all your time on them, but until then, don’t.

3) Make brief eye contact with everybody. Some say to make eye contact and hold it but I think that’s creepy and aggressive. I just make brief contact with everybody. If a girl holds my eye contact or giggles or something, I approach. That’s a guaranteed yes.

4) Square up when you approach. Approaching a girl you don’t know is one of the most terrifying things a man can do, so a lot of guys try to lessen the fear by approaching her from the side or from the back or by saying something non-committal like “do you know where the bathroom is.” Fuck that. Go all in. Don’t approach a girl unless you are standing shoulder to shoulder with her, looking at her in the eyes, and you have her rapt attention. And don’t say something noncommittal. Say “Hi, my name is Woujo.” That makes it clear what you are there for. It will feel weird and scary, but that’s the best way to do it. If the girl won’t square up with you (she is looking around, she won’t turn towards you) then just move on.

5) Make it clear early you’re there to fuck. You don’t need to say those words, but make it clear somehow. It can be with body language or implicit “hints.” You may be afraid that you’ll look “creepy” if you do that, but trust me, it’s way creepier if you just start talking to a girl and you don’t admit what your endgame is. Also, a lot of times girls genuinely can’t tell. She has to know that you’re not just a “nice” guy at the bar.

6) Don’t just get numbers. Numbers by themselves are worthless. A girl will only call you back if you form a genuine emotional connection with them and if she genuinely gets excited about seeing you again. If you talk to her for 5 minutes and then ask for her number, she might give it to you, but she won’t call you back. I generally don’t even ask for a number unless we’ve been chatting for an hour or two or the girl makes it clear that she wants the business badly.

7) Find out if she is single early. This one is a no-brainer but its amazing how many guys fuck this up. Why would you want to waste your time talking to a girl all night just to find out she has a boyfriend?

8) Don’t brag. Girls can tell if a guy is bragging and it’s a huge turn off. If you have something awesome about you, keep it to yourself. She can find out later once she does the work to get to know you. Please also keep in mind that girls oftentimes lose attraction for a guy once they’ve found out
everything about him and he no longer has any “mystery.” If you absolutely have to tell the girl, be self-deprecating about it. For example, if she is talking about how much her boss hates her, you can say “well, you think that’s bad? One time I opened for Jay-Z and the crowd hated me!! I was like sorry assholes, I’m here.”

9) **Be totally into her or totally done with her.** A lot of guys have been trained to look “cool” or to not want to be a “creep” so they won’t emote when they around women. Fuck that. When I meet a woman I act like I just met the most awesome person ever. I am very animated, I am very happy, and I’ll even say things like “wow I like you.” When you’re confident in yourself and you know you’re not desperate, you can do that and it works. But the flipside is this: when she fucks up, you totally zone out like she no longer exists. So if I’m chatting with a girl I’ll be totally into her, but if another guy comes along and she ignores me for him, I disappear and take my awesome enthusiasm elsewhere. I also point that awesome enthusiasm wherever I want. So if I’m chatting with a girl and one of my friends comes over, I also act totally animated when I see him.

10) **Introduce her to your friends.** This is huge because 1) it shows you have friends, 2) it shows you’re not a jealous, controlling asshole (like most guys are), and 3) it takes some pressure off of you because now your friends can entertain her. When I’m with a girl I introduce her to everybody I know that’s there, even if the guy is the biggest mack daddy on earth. I have no fear. If she likes one of my friends more than me, well, that’s her choice, and it would have been douchey and silly of me to try to stop that by being controlling.

11) **Bros before hos.** How many times have you seen this: bunch of dudes are hanging around chatting, and a girl comes over and they completely forget their conversation and completely fixate on whatever bullshit the girl is talking about. Or worse yet, you’re chatting it up with your bro and a girl walks by and says hi and he completely ignores you to talk to the girl. Don’t do that. If you’re chatting with your bros, and a girl comes up, don’t ignore your bros. Include her in the conversation if it makes sense, but remember: bros before hos. Here’s why I say this: first, its rude to ignore your bros. Secondly, if you don’t ignore your bros, the girl will respect you more. She’ll see that you are loyal, you care about your friends, and that you have boundaries and that you’re not going to bend over and do whatever she wants. Also, if you ignore your bros for her, you’re basically saying “look, I don’t’ have an awesome life – me and my friends were just talking about some stupid bullshit until a girl came by.” If you think a girl isn’t going to like you because you won’t ignore your bros for her, then that’s a shitty girl. Of course, don’t ignore the girl in favor of your bros either. You need to figure out a way to balance everything.

12) **Don’t try to impress her – try to form a connection.** There is a difference – girls can tell when you are trying to impress them and they don’t like it. Forming a connection is a process where you both figure out how much you have in common, in terms of thoughts, interests, feelings, etc...

13) **Be nice.** Period. There is never, ever, ever a reason to be mean to a girl, even if the girl is being a huge bitch to you. If the girl is being a bitch then just leave – or better yet, look around as if she just disappeared. The only time you can ever be mean to a girl is if you’ve developed a rapport and she can clearly tell you’re joking.

14) **Talk to a girl for as long as she wants to talk to you.** Some guys have so much anxiety that they can be having a good conversation with a girl and will still bail because they freak out or they think she is losing interest. Look – if a girl doesn’t want to talk to you she can leave. It’s her choice. If she’s talking to you, there is obviously something about you she likes. Talk to her as long as you
15) **Don’t try to force conversation.** Sometimes you guys just don’t have much in common. Sometimes she doesn’t like you. Sometimes you don’t like her. It’s ok. Bail if the conversation is forced or stupid or going nowhere.

16) **Be in the power position whenever you talk to a girl.** For example, if a girl is sitting at a bar and the guy is standing, the girl is in the position of power because she is comfortable and he is “working.” It’s even worse when the girls have their backs turned to the guys and the guys are still talking to them. The key to being in the power position is being more comfortable than the other person. If you’re talking to a girl, it’s always a power move to bring her over to a couch and then relax on the couch like you’re watching TV. It shows you’re comfortable and relaxed. You can even do this with body language. You can take the “power position” in a conversation by simply taking a step back and relaxing your body. It automatically sends a signal to both parties that she is lucky to be talking to you, not vice versa.

17) **Be a man.** Walk like a man, talk like a man. I don’t need to explain this one – you know what I am talking about. A lot of guys try to make people like them by “becoming” like that person. For example, if they’re around black people, they start talking black. If these guys are around a girl, they start acting and talking like a girl and doing feminine shit like booty dances. Don’t do that. You’re a man and that’s what she wants. Act like one.

18) **Slow down your internal clock.** One of the things about having anxiety is that it makes your heart beat fast and makes you rushed, so you look desperate and make bad decisions. Slow down your clock and move slower. Realize that if she likes you she’s not going anywhere. Have you ever seen a stand up comedian that has great comebacks when they are heckled? It looks amazing how “quickly” they come up with a response, but the real reason the comic seems “quick” is he is calm and comfortable so time is moving slower for him. When somebody says something, instead of freaking out and saying something stupid, he remains calm, gathers his thought, and says something good back.

19) **Don’t supplicate.** Ever. Ever. Supplicate is doing “bitch work” for a girl. Don’t buy her a drink (unless she buys you one first). Don’t wait around for her while she talks to another guy. Etc... Obviously be polite so if she says “hold my drink while I pull something out of my purse,” do it. But don’t hold her purse all night. If you are talking to a girl and another guy comes along and she starts talking to him, bail. Don’t wait around for her.

20) **Make space for her.** Not just physical space, but emotional space also. If you’ve ever had somebody “impose” themselves on you, you know what I’m talking about. They stand too close, they talk too much, they monopolize the conversation, they “grill” you, etc... Don’t do that. Let her talk. Don’t interrupt. Listen. While you should control the conversation as a man, let her participate. Don’t talk about stupid shit she doesn’t care about. Etc...

21) **Don’t fall for “sex traps.”** A sex trap is when a girl says something sexually provocative to get you to react stupidly. The best reaction to a sex trap is to act logical and funny, like you are not going to lose your mind over her and you are really just interested in “her” rather than just her body. Example: If a girl says something like “I want to fuck you” I will respond “you need to wine and dine me first.” That’s an extreme example, but you get the idea.

22) **If friends come over, be nice to them and genuinely include them in the conversation.** This also should be a no-brainer. Don’t just throw them a few scraps so you don’t look like a douchebag-
talk to them with almost the same importance as the girl. I even ignore the girl for a few minutes sometimes to talk with her friend. If I feel like the girl is ignoring her friends for me, I might I even say "hey you (or we) should chat with your friends a little bit so they don't feel left out." If you win her friends over, you’re golden. If there is a friend there is an absolute asshole and is hell bent on getting you out of there, just say to the girl “I don’t think your friend likes me,” and she what she says. If she doesn’t make any effort to fix her friend, get her number and leave.
Art, seduction and forming emotional connections with women

September 19, 2017 | by Woujo | Link | Original Link

I am an artist and I have done a lot of reading and thinking about what art is and how it affects people. By art, I don't just mean visual art but any kind of art: comedy, movies, poetry, fiction, etc... I have come to the conclusion that art and seduction have a lot in common. Both art and seduction require you to create an emotional experience for other people. And of course, art (and seduction) are powerful because people, and especially women, are 99% driven by emotions. We live in a hyper-rational society but at the end of the day, in our core, we are emotional beings, driven more by our fears, desires, hopes and dreams, than by the “rules” of what society tell us. And of course, the whole goal of seduction is to titillate her emotions so she gives into one of her strongest emotions, the desire for sex and affection.

So here are some lessons I have learned from the art world that I think might be applicable to seduction. Of course, these are all rough analogies, and you can take them or leave them. But I think these can be helpful in forming an emotional connection with girls.

Believe in yourself and your thoughts. To make truly great art, one has to be original, or else you won’t stand out and nobody will care. But to be original, you have to be a nonconformist. Most people are conformist because they care what other people think. If they have a weird or crazy idea they’ll keep it to themselves because they don’t know if people will like it. But if you have an original idea you will have no idea that it is good unless you try it out first. That’s why the best artists have a very strong sense of self. They are often even narcissists – they have to be, because they are trying stuff out that nobody has tried before and they are confident it will work. When I was in open mikes in New York, I remember that whenever somebody walked in that was very attractive or was wearing a really “hip” outfit, it was almost a surefire indication that they would suck – probably because good-looking, “hip” people oftentimes cared too much about other people to make good art. Look at all the great artists – 99% of the shit they made was terrible, but they kept making it because they didn’t give a fuck, and when that 1% connected with people it was amazing.

In seduction, women are attracted to guys with a strong sense of self because it shows that the guy doesn’t give a fuck what other people think. This is a big reason girls like “bad boys.” In nature, the “alpha” is by definition the ape that doesn’t give a fuck about what the other apes want, so a guy that does and says things that are “inappropriate” in society automatically connects with women because he “feels” like the alpha ape. Just don’t be a creep.

Make it relatable. Art only “works” if the other person relates to it and cares about what the fuck you’re saying. Let’s say I watch a movie about peasants in China. Well, I’m not a peasant in China and I don’t have much in common with them, but I still might be affected by the movie if the movie plays on themes that all human beings can relate to, like for example, struggle, sadness, hope, love, etc... If you can’t be relatable to the girl, you are dead. If you talk only about shit she doesn’t care about, you’re dead. Even when you talk about yourself, you have to talk about yourself in a way that’s relatable to her hopes, dreams, fears and emotions.

Part of making art relatable is tailoring the art to your audience. A big reason PUA guys fuck up is that they try to seduce girls using canned lines and scripted shit they read on the internet. They fail because every person is different and the shit that emotionally connects to one girl might not emotionally connect to a different girl. But if you had emotional intelligence, you would “read” the
girl and figure out what she cared about.

By the way, tips 1 and 2 emphasize my “venn diagram theory.” In every conversation there is some shit you care about, some shit she cares about, and some shit in the middle you both care about. That’s where the conversation should be. If she doesn’t care about what you’re talking about, she’ll get bored and check out. If you don’t care about the conversation and you are just doing it to humor you, she will be able to tell and lose respect for you. Ideally, you will both connect and subjects (and feelings) you both relate to and are interested in.

Be extreme People like art because it represents the shit they care about in daily life, but on an extreme and exaggerated level. Here’s an example: all men secretly want to be the “alpha male,” which is why men love action movies and superhero movies so much. But, at the same time, nobody is going to watch a movie about a regular guy who is kind of good at sports and does well at work. Even though the regular guy is an “alpha male” that doesn’t excite people like the superhero or Rambo. For the same reason, you can always capture a girl’s imagination more by being extreme. For example, if she says “I love chocolate cake” and you say “me too,” you’re boring. But if you respond “I love chocolate cake so much that if I had to lose 10 pounds to make a million dollars and you put a chocolate cake in front of me, I would still eat it.” You’re saying the same thing both times, but the second statement sounds more extreme and captures her imagination. This, BTW, is why “agree and amplify” works so well – she expresses an emotion, and then you go extreme with the same emotion, and she loves it.

By the way, the whole “be extreme” thing is a big reason why a lot of artists are drug addicts and crazy and stuff. They are constantly searching for that next “extreme” emotion – they can’t ever be satisfied with the regular emotions of everyday life. So be careful.

Be sensitive I don’t mean artists are pussies. I mean that artists feel every little emotion on a stronger magnitude than regular people. That’s why they create good art – because they notice shit regular people notice but on a grander scale. For example, a lot of people have walked in a pharmacy and thought for a second that its weird that the pharmacist is higher up than everybody else. But a guy like Jerry Seinfeld will walk in and see that and he will obsess over it and make a hilarious comedy bit. People especially like art when it connects to an emotion they have had but they never normally get to express.

Back to the cake example. If she says, “I love chocolate cake,” the conversation dies if you just say “yeah, me too.” A better response would be. “Yeah, I love chocolate cake. My mom used to make and we would put ice cream on it fresh out of the oven. The smell is the best part. It’s better than sex with somebody you don’t love.” Girls (and people generally) love in-depth stories where you go into the details of your emotions. She doesn’t even have to agree – she’ll just enjoy the fact that you’re painting such a vivid picture about something she cares about. An added benefit of doing this in seduction is that you won’t look like your only emotion is her (which creeps girls out, for obvious reasons).

Good art is intelligent and challenging Good art makes you think and challenges some of your beliefs and preconceptions. People think they want to see something that solidifies their pre-existing beliefs but a consumer of art (or girl you seduced) will remember you better if they walk away thinking about something you said or if you challenged their beliefs in a good way or if you made them think about something differently. Obviously, there is a line between being challenging and offensive, and you need to figure out an intelligent way to navigate that line. That’s why you
shouldn’t be afraid to be provocative or more intelligent than the situation would appear to call for. Sometimes if I’m in a night club and I think it will work, I will launch into a discussion of German philosophy or some other intelligent topic you don’t normally expect to hear about in those places.

**All good art is ultimately uplifting** You may disagree with this one, and I don’t care, and I’m not interested in getting into a debate about it. My point here is that all good art, even if it seems like its cum jokes and dick jokes, is ultimately uplifting. Art makes you a better person than you were before you came to it. Either you looked at the world in a new way, or you learned something, or you generally became a more relaxed, happy, person. Most good art has a happy ending – seriously, think of any good movie that you’ve seen.

There is an obvious parallel to seduction here. When you talk to a girl, you are trying to make her better. Better yet, you are both trying to make each other better. Idle chitchat is boring and forgettable. You guys may not marry, hell, she may not even fuck you, but if you spiritually uplift her she will remember you and like you more, and vice versa. And on top of that, you did a nice deed for somebody.
One of the most important and powerful skills a man must have is the art of losing interest. Basically, you have to be able to subtly look like you're losing interest in a girl that is misbehaving. It’s a rare skill, but it is very important. Let me explain:

Girls live in the real world about 80% of the time. They deal with their parents, their boss, customers, their teachers, etc… All of these people treat girls like they are real people and react to them like real people would. They get angry at them, they get bored at them, they get frustrated, they get offended. However, when girls run into guys that are hitting on them, it is completely different. Men that are hitting on girls often turn into “dickbots” – a dickbot is just a guy who is so excited to be a talking to a girl, or so excited about getting laid, that he is letting his dick do the talking. Dickbots don’t care what the girl is saying – she could be acting like a complete fucking idiot or bitch, and they will continue to act interested, because they are thinking with their dick.

The problem is that girls know that they are talking to a dickbot, and its really unattractive. Girls KNOW when they are being boring, stupid, or offensive. The 80% of the people in their lives let them know that they’re being stupid, so if you act like she’s interesting/smart/nice when she’s not, she’ll know something is wrong. I even think that girls acting mildly bitchy, or uninteresting, or whatever is a mild shit test to see how the guy reacts. If the guy rolls over and pretends like she is saying some awesome shit, she will lose respect for him and see him as a supplicating loser. If, however, she calls her out on her shit, she will become more attracted. It is totally counterintuitive, but that’s what this blog is for. At best, the girl will think you’re just a corny, uninteresting loser if you are acting interested in her boring ass stories. At worst, the girl will realize that you are a creep that just wants to fuck her and she could be reading the phone book for all you care.

The key to not coming off as a dickbot (even though really are excited to be talking to this beautiful woman) is to perfect the art of losing interest. Basically, whenever a girl is being a bitch, or acting stupid, or being uninterested, or whatever, you have to subtly lose interest, with your body language. Girls are very adept at picking up on subtle body language clues and they will quickly get the message that they are not acting right. Its better to express your disinterest through body language than through words, because girls are very nonconfrontational and saying to a girl “you’re being boring” can hurt her feelings and create a tense situation that you don’t want to have to deal with. By sticking to body language you will continue to communicate to her on a subconscious level and not bring her logical thinking abilities (and defense mechanisms into it). Also, by sticking to body language you look like a really nice guy – you look like a guy who is understandably bored out of his mind, but is too polite to say anything mean.

Now, how can you subtly lose interest when the girl is being boring/uninteresting/stupid? Well, here are some of my favorite methods.

Start looking around the room as if there might be something more interesting somewhere else.

Put your elbow on the table and your head in your hand like you’re sitting at your desk bored at class

If the girl says something bitchy/rude offensive, recoil back like she just slapped you with a look of disgust on your face, and then change the subject. A good bitch face/disgust expression will work wonders for you.
Look at your watch or phone or something
There may be more methods, you will have to figure them out yourself.

One time I was on a date with this really hot girl and it wasn’t going well. I didn’t feel like she was very into me and she was just blabbering on and on about some boring shit and not asking me anything about myself. As she was going on and on about some boring thing, I put my elbow on the table and my head in my hand like I was going to sleep. I immediately regretted what I did, because I thought I would look uninterested. But I quickly noticed she started to act more interested when I did that. I then realized that SHE KNEW SHE WAS BEING BORING. The fact that I started to act disinterested turned her on because it made me look like a real guy rather than one of these many pathetic losers that hold on to her every stupid word. Later in the date I tried this move again, and once again I saw her IOIs perked up.

Now, everything I said here is subject to a bunch of caveats. This is a very subtle method, and very easy to fuck up.

First of all, the secret to any handling any shit test is to just power through it. Either ignore that she said it, or defuse it with a joke, or something like that. It’s no different with a girl being boring. If a girl is saying something that is objectively boring, you should just ignore it or change the subject. This method is only for situations where you can’t do that, or the girl keeps continuing with the boring/bitchy talk.

Secondly, only lose interest when she KNOWS she is being boring or a bitch. If she is talking about her grandmother who just died and its clearly very important to her and you try to change the subject you’ll just look like an asshole.

Thirdly, there are some things that you have to verbally address. If she says something extremely rude and disrespectful to you (like, I hope your mother burns in hell), then a grimace is not enough. Or sometimes when a girl is in a really boring story, you can’t just pretend to fall asleep – you have to say something (very politely) like “can you just get to the good part please.”

Finally, and most importantly, you can’t look like you’re not listening to her. You see, one of the biggest challenges of being a girl is that people don’t listen to you when you talk and/or talk you seriously. Their dream is to find a man that will honestly listen to them. So even if she is being boring, you have to still look like you’re listening, just that its very hard. Like I said, losing interest only works when she knows she is being boring and when done very subtly.

All that said, this is a very powerful technique. It demonstrates that you are a high-value man that doesn't have to sit through boring or rude behavior to get laid. Also, it affects a powerful psychological change in you as well - you feel more powerful and in control of the interaction. The conversation becomes less one sided and more even. It's a great way to get power back.
How I ask girls out
September 19, 2017 | by Woujo | Link | Original Link

TLDR: When you ask a girl out, you have to do in a way that forces her to either say "yes" or "no." In other words you want to make her reject you so you avoid falling into that "grey zone."

If you’re like me, you’ve suffered from the following problem: you meet a girl, hit it off, think you have a great interaction, get her number, but then when you try to call her and set up a date, it doesn’t work. She either flakes, or doesn’t respond, or loses interest. What gives?

Well sometimes you haven’t built enough attraction with her. If that happens, she’s not going to call you back or go on a date with you no matter what. Girls love giving their numbers out, it doesn’t mean anything.

But… sometimes the problem is that you’re not asking her out right. This article is about how to ask a girl out. The main point I want to make is that YOU WANT TO MAKE HER REJECT YOU. You want to avoid landing in her "grey zone" - you have to make her decide "yes" or "no".

Before we start, let’s start with some basic principles you need to know:

1) **Girls want LOVE.** LOVE, for the purposes of this article = (Confident, “alpha” man who will take control and plan every step of the interaction) X (Emotional connection with the man). To succeed with a girl, both elements must be there. Most guys make the mistake of forming an emotional connection, but not being alpha enough. But some guys (mostly PUAs) make the opposite mistake. Too much emphasis on being alpha and assertive, not enough on making an emotional connection. Now, before you go on a first date with a girl, it is hard to establish an emotional connection, but you need to establish strong emotions somehow. We’ll get to that later.

2) **Girls HATE being rejected.** Well, everybody hates being rejected, but girls are terrified of rejection to an insane degree. It might be nature, it might be nurture, but there is a reason why our society is structured so that all the risk of rejection lands on guys. As a guy, you need to use this to your advantage – if you can look rejection in the eye and not flinch, you have a huge advantage.

3) **Girls (to a much lesser degree) hate rejecting guys.** Don’t get me wrong, girls “reject” guys all the time, but girls don’t like to make an outright, clear, no-turning-back, verbal rejection to a guy they have any type of emotional connection with. For one, girls hate any kind of confrontation (especially with big scary men) so they would rather just not answer a phone call rather than to tell a guy “no.” Furthermore, girls try avoid outright rejecting guys because if a girl clearly and unambiguously rejects a guy, there is a big chance he will reject her back, which takes us back to #2 (girls hate being rejected). If a girl says “I never want to see you again” the guy might say “ok, you’ll never see me again.” BAM! She just got rejected. This is why girls love to keep relationships with guys in a weird “grey” zone where she isn’t committing to doing anything with him, but isn’t formally rejecting him either. It’s part of your responsibility, as a guy, to stay out of that grey zone and force her to either hang out with you or outright reject you.

4) **Girls are attracted to men that are leading awesome lives and are passionate about what they do.** Guys that are living passionate, fun lives don’t need (or even want) girls to make them happy. Girls like that because it takes the pressure off of them in the relationship and it also makes it seem like they are getting somebody “above” them. Girls even “poke” you sometimes (also known as the shit-test) to see if you are actually passionately directed towards your goal.
So let’s use these principles.

The first thing you have to know is that when you ask a girl out you should always offer a definite time and place. Bonus points if you make it seem like you were going to go there without her. You need to make her feel like you have an awesome life going on and it is hard for you to even make time for her silly ass. “Meet me at Jack’s at 7,” or “do you want to go to dinner tonight at South City Kitchen at 9?” You also want to somehow inject a subtext into the conversation to make her think that this is her only chance to hang out with you. She either goes to Jack’s or you’re not inviting her out again (i.e., she gets rejected). You obviously can’t say that explicitly (although I have!), so you have to somehow inject that subtext into your sentences. We’ll talk about how to do this later. When you ask a girl out, you shouldn’t even give her multiple options (“do you want to do dinner tomorrow night or minigolf on Sunday”) – you should give her one option and make her feel like if she doesn’t take that option you won’t call her again.

You should never ask a girl out in a wishy washy way. Don’t ever say “hey we should hang out sometime” or “when are you free”? A wishy washy asking (basically, any type of asking out that doesn’t explicitly set a time and a place when she has to be there) violates all the principles we have learned. A guy who says “hey we should hang out sometime” isn’t taking charge and planning every step of the interaction. If you say “hey we should hang out sometime” or “when are you free” you are putting the burden on the girl to pick a time and place. Given that burden, the girl will not want to pick a time and place because she doesn’t want to take control and plan the interaction. Girls also don’t like “wishy washy” ask-outs because you are putting the risk of rejection back on her. If you say “when are you free” and she says Monday, you can say “oh well I’m busy Monday.” BAM! She just got rejected. I know that sounds stupid but girls are THAT SENSITIVE to rejection. I’m not a scientist but I suspect that girls’ desire for a confident man who will take the lead is somehow rejected to their fear of rejection.

I was on a date with a girl once that went very well so at the end I said “hey that was fun, we should do it again.” And she nodded “yes, definitely.” I then said “ok, when are you free?” and she didn’t answer; she just kept nodding. Feeling weird, I asked her again “when are you free this week”? Again, she said nothing and just kept nodding. I thought “maybe she doesn’t really want to hang out again.” But remembering what I read on r/seduction, I immediately said “hey do you want to go to Jack’s on Thursday?” And she said “yes!” and then we went to Jack’s on Thursday. Bizarre how a girl’s mind works.

Another reason to not ask in a wishy washy way is that it makes you look too available. Saying “when are you free” essentially means “I’m pretty much always free to hang out.” Not only does it make it look like you don’t have an awesome life full of cool shit going on, but it also doesn’t strike a strong emotional chord with the girl. She’s pretty sure you’re not doing something awesome every night, so “when are you free” basically means “pick a random night and we’ll do something – hopefully it will be good.” But if you pick a particular night and, even better, a particular event, she is more likely to get excited and emotional for it. Girls are always getting asked out and getting offered to go to cool events, so you need to really excite her if you want her to put her make-up on and leave the house. Also if you say “when are you free” she won’t be worried that if she doesn’t respond you’ll reject her because it is an open invitation. So, in summary, because you 1) didn’t take the lead, 2) she doesn’t want to risk getting rejected, 3) she won’t think you’ll reject her, and 4) you didn’t invoke any strong emotions in her, she just likely won’t answer.

Now here is the challenge: how can you make her feel like if she turns you down, she won’t get
another chance? If she thinks she only has one shot, she is going to feel like this opportunity to hang out is more important (raising her emotions) and she is less likely to say no, because she doesn’t want to get rejected. But like I said, its kind of douchey to say “Hey you wanna hang out Friday? If you say no, I’m not calling you again.” So you have to think of a different tact. For one, your entire interaction, from the start, has to be structured in such a way that the girl thinks that you are very busy, you don’t have a lot of time for her, and you may not even be interested. There are other articles about this, so I’m not going to go into it, but the basics are:

1) Your body language/tone has to show you’re not overly invested
2) You should ideally flake once
3) You should speak to her very professionally and/or formally, to make her think you are “feeling her out” and may not even be interested.

Ideally, you should be involved in events/activities. You can invite her to these events and you won’t look needy because you have to be at the event anyway. Another technique is to text her immediately after you meet her and say “It was very nice to meet you Kelly. I’ll call you this week to set up plans.” This creates emotional distance because you are not immediately asking her out, which is technically a rejection. You are making her wait and she has no idea if you ever will ask her out (remember, most dudes in that situation probably immediately ask her out).

A key way to make her feel like she’s on thin ice is to be very formal in your texts (or when you call). Write in complete sentences and use proper punctuation and capitalization. You should always try to sound as formal as possible, using big words and such (without coming off as a pretentious douche). So I will text a girl “Hi Alison it was very nice to meet you. I will call you this week to set up plans.” Being formal has several advantages – for one, it makes you seem more intelligent, confident and valuable than all the other guys who text her things like “sup. u free?” But also, and this is a very sneaky point, it creates a stereotype of professionalism in the girl’s head. People think in stereotypes, and if somebody speaks to you in a formal way you immediately think of the professional world – people in nice suits working hard, people getting shit done, and the possibility of rejection if you don’t measure up. If you text in regular street vernacular (“yo, let’s hang out”), you invoke the stereotype of the lazy stoner on the couch who is probably not doing anything with his life and is probably going to ask you for something. This may sound like a silly point, but you need to remember that the only interaction you are having with this girl is texts (or calling) so your only impression of you is based on these things.

Speaking in a formal way also creates an emotional distance between you and her that lets her know that you’re not going to get invested until she is worth it. I work in a law office and one of the partners I work for speaks in a very formal, almost antiquated manner. Every sentence he speaks sounds like a sentence from a law textbook. Many see his formal style of speaking as weird, but it does make you feel like he is a better lawyer. In addition, his style of speaking creates an emotional distance: when he speaks you get the feeling that, “we are not friends, I’m at work right now.” It makes you almost want to do a better job so that you can break down his barrier of professionalism and get to know the “real” him. One night at a Christmas party he got a little drunk and “loosened” up and it was awesome to get to speak to him in a colloquial way. It was almost like I conquered a challenge. The only time you should lower your level of formality is if the girl’s texts are very informal as well – but even then, you should try to create some emotional distance so you don’t seem too available.
One final point: It’s seduction 101 that if you try to set something up with a girl and she doesn’t respond, or flakes without giving an alternative time, you just next her and don’t look back. I kind of agree, but let me tell you what I do: If I meet a girl under the pretense of “we should go on a date” and she agrees, and then I call her and she bullshits (i.e., doesn’t respond, keeps flaking, etc…), instead of just going silent I text her back something like “ok, well it looks like you aren’t interested. Nice to meet you and moving on!” A lot of guys may see this as desperate or needy, but here is why I do it:

1) It gives me the emotional satisfaction of knowing that I rejected her, not the other way around. Psychologically, it feels better to reject somebody than to be rejected and remember, girls hate rejection. I also psychologically take myself out of the grey zone.

2) I deprive her of the satisfaction of thinking that I’m sitting by my phone waiting for her to call me back.

3) I let her know that I don’t appreciate being put in the grey zone. We are either dating or not. Girls love giving a guy their number, and then putting him in the “grey zone” while they explore other options. Fuck that. I let you know right away that I have a busy life with lots of other girls waiting so I need to know ASAP what’s going on.

4) It gives ME psychological closure.

Like I said, a lot of guys will disagree with this approach. They will say “you need to act like you don’t give a shit, man.” Well, here’s the thing. I DO give a shit. I don’t want to date or her or marry her, but it’s rude to not call somebody back. I also need to know who I’m dating. If she says “I’m not interested,” I won’t give a shit because that’s the nature of the dating game. But if I pick up the phone to call her and she doesn’t respond, then well, she is being rude. Let’s say in the middle of dinner the girls pulls her pants down and takes a shit in your plate. Would you not give a shit? No, you would say something.

I’ve noticed that this tactic actually gets a lot of girls back – they usually text back “oh sorry I’ve been so busy let’s schedule something.” It gives them the impression that you are serious guy with a busy life that doesn’t have the time to take shit from anybody. Suddenly you look at more impressive than the average chump that keeps calling them and trying to hang out.
How to be funny
September 22, 2017 | by Woujo | Link | Original Link

TLDR: Watch funny stuff, develop your own sense of humor, focus on making yourself laugh first, use the form setup + punchline + tag, be lighthearted and positive.

I am writing this article because I have over 9 years of experience as a stand up comedian, and I have gained a little bit of success in the field.

Ten years ago, I would have told you that it is impossible to teach somebody how to be funny. I would have said that humor comes from deep within the subconscious mind and requires a very unique soup of life experiences, intelligence, and practice that you either have or don’t have. As Mitch Fatel famously said, if you didn’t have a fucked up childhood, don’t even bother trying to be a comedian.

However, now that I have been doing comedy for a while, I have learned that it is possible to learn to become funny. I have seen terrible unfunny people become famous comedians, so it is possible, but it takes a lot of work and intelligence, and you are at a huge disadvantage if you didn’t grow up around funny people or being funny.

Why is being funny attractive?
First, laughing makes people feel good.

More importantly, being funny is attractive because it shows confidence and mastery of your own emotions. To be funny, you must be able to remove yourself emotionally from a negative situation and comment on it as if it did not affect you negatively. Most of the funniest comedy is about painful, emotional topics like race and relationships, and people laugh because comedians talk about these subjects with a calmness and disinterestedness that makes people feel like everything is going to be ok. This is why many comedians are “outsiders” in society and can emotionally remove themselves from subjects (often because they emotionally damaged and have built up defense mechanisms). In many ways, a comedian is like an “alpha male” guiding his audience through a difficult situation and arriving at a happy ending.

A comedian also oftentimes says things that are not “acceptable” by society, making him look like he is breaking the conformist mold, something people find very attractive. It also makes people feel good to hear truths that they have always wanted to express but could not.

Being self-deprecating also makes one look confident because it shows that one is not intimidated or tormented by their weaknesses. You must be careful, however - you should not be self deprecating to debase yourself before women, but rather to look strong. Humiliating yourself for laughs is not a good idea.

How to be funny
The best way to learn to become funny is to watch a lot of comedy, develop your own sense of humor, and then makes jokes when you think it is appropriate. Your “own sense of humor” is stuff that genuinely makes you laugh rather than jokes that you think other people will like. The more IDGAF attitude you have, the funnier you will be, because trying to please other people is death for
comedy. Nobody really understands what makes something funny, so trying to rationally analyze jokes or trying to make jokes that you think other people will like will always fail.

To find your own humor, I recommend watching lots of stand up and funny movies, hanging out with funny people, and generally finding any comedy you genuinely enjoy, even if it is memes or Youtube videos. Most people are conformist and only exist to please other people, and this conformist attitude even extends to what they find funny. They only laugh when others laugh, and they stop themselves from making certain jokes because they are worried what others will think of them. The more you can strip away this desire to please others, the funnier you will be and the more you will enjoy comedy. When you eventually perform, either on stage or in front of your friends, you need to tailor the comedy to what your audience likes, but you must first BECOME FUNNY, and that requires figuring out what genuinely makes you laugh. And it is obviously a comic truism that the more you try to be funny, the less funny you are. You should never “try” to be funny. If you think of something funny, say it, but if you don’t, don’t feel pressured to add to the funniness.

A lot of being funny is practice. You need to be able to read your audience, know yourself, and understand the situation. Your best bet is to try jokes out, see how they do, and then adjust your jokes to people's responses. But of course - you must make yourself laugh first!

Also, don’t become the “funny guy.” Everybody enjoys comedy, but nobody wants to be around that weirdo who makes everything into a joke and is constantly trying to be funny. Sometimes people want to have a serious conversation. People that are constantly trying to be funny are clearly people pleasing, which is unattractive.

If you are truly serious about becoming funny, I recommend taking improv classes or trying stand up at an open mike. Aside from becoming funnier, you will meet a lot of cool people and develop a new sense of confidence and an “I don’t give a fuck” attitude. Stand up is the hardest kind of comedy, because you have to make a group of strangers who do not know you laugh using just words, so if you can get good at that, you can become funny in any situation.

The structure of a joke

A joke is like a mini-movie. It has a plot, characters, a conflict, and a resolution.

Most jokes use the format: Setup + punchline + tag

The setup, also called the premise, is where you introduce the situation to be made fun of. In this step, tension is created and everything is “serious”. In stand up comedy, you speak the premise but in a movie or play, the plot creates the setup. If you are hanging out with friends, the setup can be situation you are in. If you are in a bar with your friends and a guy that looks like a gay cowboy walks in, that guy walking in is the setup.

The punchline is where the tension is released. You can tell the funniest story ever but if there is no punchline the audience will not laugh. Some nontraditional comedians like Steve Martin and Andy Kaufman did comedy without punchlines by creating absurd situations which caused the audience to just start laughing after a while. This is rare, however – most jokes need a defined point to tell the audience where to laugh. In the “gay cowboy” example, the punchline could just be “hey that guy looks like a gay cowboy.”

A tag is simply another punchline that comes after the first one.

A punchline can modify the setup in many ways. For example, the setup can describe an absurd thing, and the punchline can draw an analogy to an even more absurd thing. “What’s the deal with X?
That’s like if Y.”

The setup can be something serious, and the punchline a “misdirect,” something you didn’t expect. Example: “This woman called me a faggot for not taking another shot, and I was like ‘hey calm down grandma!’”

The punchline can also just be the ending to a sentence. “Instead of gun control, we should have bullet control. Bullets should be $5000 each.”

The punchline can also be an impression or an act-out that expands upon the situation the setup described. For example, John Mulaney has a funny joke where he talks about watching a documentary where an 8 year old child had a drinking problem. That’s the setup. His punchline is then impersonating a drunk 8 year old. In observational comedy, the setup may be the observation (remember those cheap Halloween costumes we wore as kids?) and then the punchline would be elaborations on that observation (“they had that little piece of band holding the mask on – real high quality!”).

When telling a story, you should have at least one punchline, and hopefully more if the story is long. The earlier in the story the better because people have short attention spans.

Aside from letting the listener know when to laugh, a punchline is your “commentary” on the situation. A lot of people simply describe a weird situation and expect people to find it funny, but the “joy” of comedy comes from hearing your unique take on the situation. I don’t go to a Dave Chappelle show to hear what Dave Chappelle saw that week, I want to hear Dave Chappelle’s unique mind interpret those situations.

The elements of a good joke

**Be silly and lighthearted** As I explained earlier, comedy is attractive because it allows one to view difficult, complex subjects with an air of disinterestedness and lack of negative emotion. A lot of “ranting” comedians become unfunny when you sense that they are really angry about the thing they are ranting about. Similarly, I love racial humor, but if I get the feeling that the person doing the joke is actually racist or actually hates the people he is talking about, I get turned off.

**The joke must speak to our strongest emotions.** For people to laugh, they must first care about what you are talking about, and they are much more likely to care if they have some emotional investment in that topic, which is why jokes about sex, race, relationships, and fighting are usually the funniest. This is also why comedy is funnier if it is relatable – the audience laughs because they have experienced those same thoughts and emotions. Bonus points if the joke can turn a painful, humiliating or frustrating experience into something positive.

**The joke should stimulate our emotions and our intellect.** A perfect joke makes us think, is unexpected, and touches our deepest emotions. Not all jokes must carry a smart message or commentary on society, but a joke that does that is more likely to be remembered.

**The joke must have a “twist”** The biggest difference I see between comedians and non-comedians is that comedians can add a “twist” to their joke that non-comedians often do not. A non-comedian may say “Liz is such a ho.” But a comedian would add a twist like “Liz is a huge ho but you can’t find any guy that would admit to fucking her.” An additional twist to that joke: “Guys that have fuckered Liz are like Trump supporters. You know they exist, but nobody will admit to it.” The more unexpected and wild the twist, the funnier the joke, but if you add too much twists the joke may become confusing and too hard to understand.
The joke must be simple. The simpler the joke, the more it will affect our emotions. This may seem to contradict my statement that a joke must be intelligent, and you are right. An ideal joke will work both on a stupid level but also contain an intelligent message. There are many “smart” comics who are terribly unfunny and others who are hilarious but do jokes about stupid, forgettable shit. If you can be smart AND funny, you are golden.

What makes something funny?

Nobody knows exactly what makes anything funny. Laughter is an involuntary reaction from our subconscious mind, and our subconscious mind is extremely complicated and difficult to understand. A lot of philosophers and psychologists have put forth theories, but none of them are satisfying to me. I present my own theory at the end of this article, but you should not be thinking about these theories when making jokes – you should just focus on making yourself laugh.

Superiority theory The superiority theory, first formulated by the Greek philosopher Plato, posits that laughter is an expression of delight in the downfall of others: “We laugh,” Jim Holt writes, “because these types of situations make us feel superior to other people.”

My take: This is a legit reason why some jokes are funny. It’s even better when the person you are “superior” than is somehow an asshole or deserves the bad thing.

The incongruity theory Kant argued, contra Plato, that the essence of humor lies in “incongruity.” The scientist Richard Wiseman explains: “The idea is that we laugh at things that surprise us because they seem out of place. It’s funny when clowns wear outrageously large shoes, people have especially big noses, or politicians tell the truth.”

My take: I would add to this theory that we delight in things that are out of place because it breaks our mind out of conformist thinking. Humans naturally evolved to be conformist and to follow the tribe, so seeing something “out of place” makes us feel like we’ve seen “reality” and broken out of our slave-emotions.

The “relief” theory The “relief” theory, states that laughter is a way to relieve tension, for example, the tension caused by one's fears. Freud took this theory one step further by claiming that laughter is a means by which we release the tension of our subconscious thoughts. For example, a joke is “funny” when it discusses a taboo subject that people are thinking about but normally cannot talk about.

My take: This is a good theory but does not tell the whole story.

The “benign violation” theory According to this theory, a “violation” refers to anything that threatens one’s beliefs about how the world should be. The violation should be “benign,” meaning that it must seem okay, safe, or acceptable. A violation can seem benign in three ways: 1) Alternative norms (e.g., one meaning of a phrase in a pun doesn’t make sense, but the other meaning does), 2) commitment to a violated norm (e.g., men find sexist jokes funnier than women do), and 3) psychological distance (e.g., “comedy is tragedy plus time”).

My take: I think this theory is overly intellectual and misses a lot of the nuance of what creates humor.

The Woujo theory I simply believe that comedy is anything that makes us feel good. If there is something about the world that upsets us, especially on a subconscious level, a good joke makes us feel better about it, so we laugh.

I believe that jokes must have a “happy ending,” even if the happy ending is complicated and exists more on a subconscious level than a superficial one. For example, Louie CK has a hilarious joke.
about rape where he says “I am against rape, but what if I really want to have sex with somebody?” On the surface, that joke seems like an evil incitement to rape, but we laugh at the joke because it is so self-evidently absurd. The real “victim” in Louie’s joke is not the rape victim, but Louie himself, because we laugh at how stupid he must be for justifying rape like that. We also laugh because the fact that Louie makes light of such a scary subject takes away its power. Of course, these are subconscious mechanisms, and an angry blogger could easily “interpret” Louie’s joke as an incitement to rape – that’s why we need freedom of speech to protect people’s ways of expressing their art. Some philosophers have posited that there are some things you can never joke about, like death and poverty, because there is no way to “solve” those issues in a joke. I think that there is probably a way to make any topic funny, but I agree with the general idea that a joke must have a happy ending.

Another “mean” joke that I think has a happy ending is Sam Kinison’s famous joke making fun of starving African children in those “sponsor a child for 25 cents a day” commercials for living where there is no food. Superficially, it appears like Kinison is shitting on poor African children, but we laugh because he is actually providing a solution that could hypothetically fix their problem.

One of my favorite forms of comedy is commenting on something absurd, and then trying an analogy to something even more absurd. We are constantly faced with absurd situations in our life, and we cannot complain about them or even spend any time thinking about them, so when a comedian mocks these absurdities we laugh because the comedian is essentially “defeating” these absurdities for us.

**Delivery**

Delivering a joke well requires confidence and a clear delineation of the punchline. If you don’t emphasize the punchline the listener will not where to laugh and may not even understand the “point” of the story or why it’s supposed to be funny. The setup must also be told in a way that gets the listener emotionally invested in the story or joke.

**Why are jokes not funny?**

I’ve learned that oftentimes you can teach comedy better by pointing out what ruins a joke. So here goes:

• The joke is not relatable. A joke is an emotional experience, and if a person has no experience with that emotion they are not likely to laugh. A lot of amateur comedians fail because their jokes are about something that happened to them, or something that only they care about.

• The joke is too wordy. Cut out all of the extraneous words. I tell amateur comics to write your jokes down on a sheet of paper and cut out every single word that is not absolutely essential to the joke.

• The joke is too intellectual. A lot of jokes fail because they do not connect with the audience emotionally. For example, you can point out some absurdity in the tax law but nobody will care because it does not emotionally affect them. A joke can also become too intellectual if it requires so much thinking a person’s emotions are not engaged or if it includes so many “twists” the user loses track of the funny part.

• The joke does not “hit” hard. Oftentimes a joke will check all the boxes but will still not be funny because it does not “hit.” Yes, you’ve pointed out an absurdity that emotionally affects people, but its effect on people is weak so they don’t really care when you “destroy” that absurdity.

• The joke is not delivered well. The joke is not delivered confidently, or the punchline trails off, or nobody is listening, it was not delivered in the right situation, etc...
• The joke makes no sense. Often a joke will be funny in our own heads, but when we tell it we fail to convey all of the relevant facts, so the audience does not laugh because they literally do not understand the joke.

• Too much build up. People have low attention spans, so if you take too long to get to the funny party, a lot of people will lose interest. Too much build up may also make the joke too complicated and difficult to follow.
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TLDR

Women are attracted to the archetypal alpha male, the “perfect” alpha male. Women are only attracted to real men to the extent they are similar to the archetypal alpha. The archetypal (perfect) alpha male has 4 primary characteristics:

1) Power – The alpha male can defeat any challenge relevant to the tribe, including physical challenges from other tribes.

2) Superiority – The alpha male gets first dibs on resources.

3) Abundance – The alpha male controls all resources, including women.

4) Leadership – The alpha male leads the tribe in every respect and makes all the rules for the betas in the tribe.
The alpha possesses these traits so he can lead the tribe in the battle against challenges. Defeating challenges is the most fun thing a person can do. Women are attracted to the archetypal alpha because they can vicariously defeat challenges through him, but without the danger or responsibility. The archetypal alpha’s thoughts and emotions are always fixated on defeating challenges. The archetypal alpha only does things for women, including paying them attention, when they do something for him first. This rule is the “alpha male quid pro quo” and is the most important rule for holding frame. As the leader, the alpha male makes all the rules for the tribe, which means that he essentially creates the rules for reality because humans did not evolve to understand the difference between objective reality and the alpha’s rules. Insisting on your own reality, especially when it clashes with other realities, is holding frame. Although you are not the archetypal alpha, you can and must “hack” your mind to feel like the archetypal alpha. You do this by focusing your thoughts and emotions on defeating challenges in your life, even when you are around women. To act and feel as if you have the “power” trait, you must act and feel as if you can defeat any challenge. You must remain calm, positive, and stoic in the face of negativity. Abundance requires you to feel like you have everything. The primary barriers to abundance are 1) uncontrolled desires, 2) pedestalization of women, 3) a shitty life, and 4) insecurity. Superiority requires you to focus on your own fun first, and to make her feel like you have access to worlds, both inner and outer, she can never access. Leadership requires taking the lead in every aspect of the relationship and creating the rules for reality.

Disclaimer Many people will want to reject this article because of its reliance on evolutionary biology. I am not a scientist, so these theories are a combination of my admittedly cursory reading of the scientific literature and my own observations of human life. The science of evolutionary biology is not advanced enough yet to definitively demonstrate which human behaviors are socially conditioned and which are influenced by evolutionary factors, so much of the following is not based on laboratory science. But the following does not contradict the scientific consensus and more importantly, just because science has not figured out something does not mean it is not an important answer for humans to have.

Introduction
This article is about how to act like an alpha male, or in other words, “hold frame.” Acting like an alpha male is called holding frame because the alpha is the master of the current reality and creates the rules for reality, so you must “frame” every situation through the lens of your own reality. You must act as if your conception of reality is the correct one (even if it is not, you can always change your conception of reality later), your reality is more fun than any other reality (even if it is not), and nothing can make you accept another reality (even though you would). This sounds like a huge task, and it is, but you will be amazed at how malleable people’s thoughts, emotions, and even identities are in the face of what they feel to be is the alpha male. This article will not make women like you. It will not teach you how to be funny, or smart, or
interesting, or rich, or confident, etc… All it will do is teach you a few rules about how the alpha male would act. But even if you follow these rules perfectly, women may still reject you because there is more to being an alpha than just acting like one. The alpha male is generally tall, athletic, presents a nice appearance, and has some type of indicia, often in the form of money or other resources, that he is good at defeating important challenges. This article will not focus on how to improve those material facts about yourself, as there is plenty of literature on how to lift, eat right, dress better, etc…

Even if your material circumstances suck, and you are short, poor, ugly, or unsuccessful, you must still hold frame. There are no special rules for ugly guys. If you are unattractive or your life sucks, you will get rejected more, women will be less likely to accept your frame, and women will leave your frame more often. When faced with these obstacles, many men break and just accept that they are “losers” or try find a different way to women’s hearts, often by acting like a little bitch. Don’t do that. If you can stand firm and hold frame, you will feel more powerful, more confident, less needy, and these new emotions may even help you become more successful in your life.

**The subconscious mind**

Human psychology is fucking weird. No matter how much we humans like to think we are rational, we often do things that are counterintuitive, irrational, and counterproductive even to our own goals and desires. The modern media-entertainment complex wants us to throw up our hands and say “There is nothing you can do! Everybody is different, emotions are mysterious and impossible to understand, especially emotions like love and attraction, and all you can do is be a nice person, and hope people like you.”

To some degree the media-entertainment complex is correct, but I believe that much of human behavior can be explained by deep, subconscious evolutionary wiring related to our need and desire to view the world as a dominance hierarchy with an alpha male at the top. Not only do we subconsciously view all of our relationships through the lens of this dominance hierarchy, but our subconscious perceptions of ourselves and others cause us to “act out” this dominance hierarchy in ways that we may not even consciously realize. Scientists have clearly observed these dominance hierarchies in apes, but to “prove” that they exist in humans would require thousands of experiments, most of which would be highly unethical, politically incorrect, and probably impossible. Therefore, all we have to guide is the little science we have and our own observations and experiences.

Each person is unique and almost infinitely complicated, but we share certain emotions formed through millennia of evolution, and the dominance hierarchy emotions are the strongest of these. Because the dominance hierarchy ensured the survival of our ancestors against their enemies in the jungle, these emotions are relentless, constant, uncompromising, and extremely powerful. They overpower all of our other emotions, even important ones like love and compassion, and even hijack our rational thoughts. When repressed or ignored, these emotions reappear in a different form, oftentimes even stronger, and sometimes disguised as something else.

Think of the human mind like a house: everybody has a different house, but we all have the same foundation, and if that foundation is not maintained, the house collapses. Put another way, our rational mind is like a mouse trying to ride an elephant. The mouse can influence the elephant’s actions a little, and over a lifetime this little becomes a lot, but the mouse’s control over the elephant at any single moment is very tenuous and cannot change what the elephant fundamentally wants. If you are ever reluctant to hold frame, you must remember that you are speaking to her emotions that
literally decide whether she gets killed in the jungle or not. And no matter how mean, bitchy, disinterested, angry, rude, insistent, or confident her conscious demeanor appears, it is ultimately a mouse riding an elephant.

It bears repeating that holding frame, by itself, will not make a woman like you. You must hold frame AND appeal to her other desires as well. Some women want a 7 foot tall basketball player, others want a dirty hipster covered in tattoos, and yet others want a nerdy Indian guy, and if you are not what she wants she will either not pay you enough attention to notice your frame or she will feel attracted, but not enough to fuck you. Not that it matters what anybody wants. The alpha male is a fun-seeking missile, so he does whatever the fuck he wants and women that like it will join.

**What is the alpha male?**

It is impossible to describe human emotions into words, so I arbitrarily categorize the alpha male’s traits into 4 broad categories, but many traits and actions can fall into more than one category.

1) **Power** – The alpha male can defeat any challenge relevant to the tribe, including physical challenges from other tribes.

2) **Superiority** – The alpha male gets first dibs on resources.

3) **Abundance** – The alpha male controls all resources, including women.

4) **Leadership** – The alpha male leads the tribe in every respect and makes all the rules for the betas in the tribe.

The primary characteristic of the alpha male is that he defeats challenges. Ape alpha males primarily defeat physical challenges, whereas human alphas must defeat any kind of challenge relevant to human life.

In the language of Jordan Peterson, the alpha male evolved to slay the dragon of chaos. Our minds divide existence into order (that which we know and understand) and chaos (that which we have not yet conquered). The ideal life straddles the border between order and chaos. Too much chaos, and you are overwhelmed, confused, and crippled by fear. You get no wins, you accomplish nothing, and you are dispirited. Too much order, and you are lazy, bored, overly rigid, antsy, and fail to grow. But defeating challenges with one foot in the realm of order and one in the realm of chaos is the purpose of life: it is the most exciting, meaningful, and fun thing a person can do.

Because our position in the dominance hierarchy is the primary determinant of our emotions, thoughts, and behavior, our subconscious mind is constantly trying to determine whether we are alpha or beta in the situation we are in and the people we are around. We subconsciously perceive the 1) material circumstances (resources and appearance) and the 2) actions of ourselves and others, and based on this information we subconsciously calculate our position in the dominance hierarchy. If we subconsciously feel beta, then we act beta, which causes us to feel even more beta, and causes others to view us as beta and therefore themselves as alpha. Actions influence emotions and emotions influence thoughts so our actions/emotions/thoughts axis can quickly spiral into a vicious or virtuous cycle, depending on what we do.

To determine who is the alpha or beta, our subconscious mind primarily looks at the parties’ ability to confront and defeat challenges. Because the most important challenges in our ape past were physical, we evolved to “sense” the alpha male as the male with superior physical strength, health, eagerness to confront and defeat challenges, evidence of having defeated challenges in the past, and an accumulation of resources (the prize of defeating challenges). When multiple individuals in the same
situation exhibit these characteristics, they are driven to battle to determine the alpha, and the losers evolved to “become beta” and accept the alpha male’s leadership by following, obeying, and helping the alpha male.

Evolution enforces this dominance hierarchy by using a combination of emotional sticks and carrots. The “sticks” are negative emotions like anxiety, depression, and fear, which prevent betas from challenging or disobeying the alpha male. Anxiety freezes betas with hesitation if they are about to wander from the tribe or do anything you feel may upset the alpha male, and depression numbs their emotions and drains their energy after the alpha male rejects them or kicks their ass so they ruminate about what they did wrong so they don’t do it again. These feelings are all subconscious: even if you think the alpha is a stupid, incompetent, jerk, if you don’t feel like you can defeat him, you will still feel anxiety when confronting him.

The evolutionary “carrots” that draw betas to the alpha male are 1) an emotional fixation on the alpha male, 2) a strong desire to contribute to the tribe to obtain acceptance by the alpha male, and 3) the ability to vicariously defeat challenges through the alpha male. Defeating challenges is the ultimate fun, but betas evolved to feel paralyzing anxiety in the face of chaos, so they can only experience this fun vicariously through an alpha male. Even in our society today most people would rather have fun vicariously through the alpha male than do fun things themselves because the alpha male will face bigger challenges than the beta can, will be more successful against those challenges, and will win bigger prizes. This is why men watch football on TV on Sunday rather than play football in their backyard.

While betas intensely fixate on the alpha male, the alpha feels nothing for the betas. The alpha isn’t a narcissist or an asshole – he just needs to focus on defeating challenges. Focus is extremely important for the alpha male – if he gets distracted from fighting challenges for even a second the entire tribe could get killed. In fact, women evolved a keen ability to sense whether a man can be distracted. Many cultures even have a myth where their tribe kills everybody in another tribe by distracting them with women. In the West, see the rape of Dinah in the Bible or the rape of the Sabines in Roman literature.

To look at it differently, the alpha male needs to focus on defeating challenges because he is responsible for providing the “fun” for the tribe. If the alpha male’s thoughts and emotions are no longer focused on having fun, the betas must find somebody else to vicariously have fun through. This sounds disloyal, but having fun/defeating challenges is THE MOST IMPORTANT THING for humans. If you are not doing that, somebody is kicking your ass.

The alpha only focuses his thoughts and emotions and does things for betas when they do something to help him defeat challenges. In the middle of a war, the beta who takes care of the tribal chief’s horse is important and the chief can and must take care of him or her. The chief cannot waste any energy on betas who are not contributing; he needs to be focused on the enemy. Apes that do not act like this die in the jungle, so these behaviors and rules are wired into our deepest emotions. As you can see, there is nothing wrong with being a beta; betas are necessary for the functioning of the tribe.

Betas evolved to be very conscious of status. The dominance hierarchy is literally a ranking, and the more the alpha approves of your contribution the higher ranking he will allow you, and the higher your rank, the further you are from rejection. All obsession with status is essentially a deep-seated fear of rejection. Therefore, betas evolved to emotionally fixate on the alpha to figure out 1) if he is
still the alpha or if he has been compromised and 2) whether the alpha is pleased with their contribution. This is also why betas’ self-esteem depends on the alpha. Psychologists have determined that people feel depressed and suicidal when they feel they no longer contribute to their community or the world.

Both men and women can feel beta, but women generally feel beta more consistently and strongly than men because they have less testosterone, a hormone that increases aggression and competition. Therefore, women fixate more deeply on the alpha male, and notice every little thing he says and does. Men generally do not fixate on women in the same way and therefore “miss” important information about the woman, often after it is too late. Women’s superior ability to fixate on the man provides them an important advantage because they can use the information they collect against the man if they feel like the man has done them wrong. Nietzsche theorized that the alpha’s biggest weakness was that he paid so little attention to the betas that he could not notice that they were plotting against him. This advantage is so important that most cultures have a myth where a scheming woman “dupes” an aloof man that is ignoring her. The ability to scheme is doubly important for women because a woman evolved to feel extreme anxiety in any physical confrontation with the alpha because it is clearly not a sound evolutionary strategy to fight the alpha.

**Emotional investment**

Emotional investment is simply the act of fixating your thoughts and emotions on something or somebody. The longer you fixate your thoughts and emotions on something that feels good, the more emotionally invested you become. When something feels good, our brain forms neural circuit I call a “pleasure pathway,” that subconsciously and automatically propels us to seek that thing again, and if that thing feels good again, the pleasure pathway is strengthened. This is why drug addicts must consciously work to avoid drugs, because otherwise the will “automatically” do drugs without even consciously realizing what they are doing. This is also why emotionally investing in the wrong person is disastrous: you are literally addicted to a person that can manipulate you, harm you, or just not give a fuck about you.

Emotions are determined by actions, not thoughts or words, so women do not emotionally invest in you until they DO something meaningful for you. Words mean nothing. Once she does things for you, and you accept her into your life, and she has fun vicariously through you, a pleasure pathway will form, causing her to become more and more emotionally invested, especially if she does not have other men that can create the same feeling for her.

Women take much longer than men to emotionally invest because women must carry and take care of a child so they need a man who is credibly alpha over the long term, whereas a man is interested primarily in short-term sex. Furthermore, the alpha male is a complicated character, so a person must be analyzed for a while to determine whether they are really alpha or just a faker. This gives women a certain degree of power early in the relationship because they can be rational when the man feels emotional. Men often feel there is a “connection” when the woman does not feel anything yet, so women often use this rational phase to trick men into doing things for them.

Holding frame requires patience because women do not emotionally invest in you the moment you start holding frame. Even if she is acting bored, disinterested, mean, or distracted, she is secretly noticing and analyzing everything you do and will (possibly) come around and emotionally invest if you hold frame. Most men lose patience, so they do something to get an immediate positive reaction, usually by supplicating or acting like a little bitch. Holding frame means your primary motivator
must be your own desire to have fun, not her reactions.

The alpha male and reality

Human’s desire to follow and obey the alpha male is so strong that people literally accept the alpha male’s instructions as the rules that govern reality.

Humans did not evolve to have an inherent ability to understand the concept of objective reality so all “rules,” even laws of nature, feel as if they are coming from an alpha male. This is why humans were so quick to attribute natural events to gods. Similarly, throughout history many charismatic men have created religions, philosophies, ideologies, and other “rules for reality” that the masses blindly accepted, often in the face of serious evidence that those rules were wrong. Humans are more likely to survive in the jungle if we follow the warrior rather than the scholar – a warrior who listens to the scholar is just an added bonus. Donald Trump has proven that, even in our “scientific” age, people prefer to follow the perceived alpha male over the truth.

In fact, the alpha male MUST define the rules for reality. If a man follows rules he did not create, the betas will feel like some other alpha male must be enforcing those rules. Betas are also terrified of chaos and need order, so if a man acts like he cannot control reality and impose order and rules on everything and everybody, betas start looking elsewhere for protection and leadership. Furthermore, when the alpha male ventures into chaos he actually does change reality by changing things, creating new things, defeating challenges, making discoveries, and imposing rules for how people should conduct themselves, making it even more difficult for betas to distinguish between the alpha male’s rules and objective reality. “Humans cannot fly” was a law of reality until a man invented the airplane, and more and more of these rules will collapse as human knowledge advances.

Although you must create your own reality and every rule for this reality, not everybody will accept your reality. Most people’s reality comes from the other alphas in their life: their father, religion, society, etc…, and they are not eager to shed that reality and accept a new one. Furthermore, everybody has an identity, values, likes, dislikes, beliefs, habits, fears, talents, fetishes, interests, standards, emotional hang-ups, dreams, goals, and idiosyncracies, which are often deeply embedded into them.

A man who is perfectly and archetypally alpha will theoretically be able to dissolve all these things and re-create any man or woman into anything he wants them to be because he is so emotionally powerful. But nobody is perfectly or archetypally alpha, which means that nobody, and especially no woman, will ever completely accept your frame. And even if they do, it is fleeting: they can get sucked out of it by some other real or imagined alpha male at any time. I am not saying this to intimidate you or dissuade you. The alpha male does whatever the fuck he wants with absolutely no regard to what anybody else thinks, so it is completely irrelevant to him who or who does not accept his frame. When his reality clashes with somebody else’s reality, he insists on his own reality, but he does not push it on anybody. His only mission is to have fun. If you do that, you will be surprised at how many people happily accept your frame.

Because humans evolved the ability to think abstractly, we can project the qualities of the alpha male onto abstract concepts such as “society,” the “media,” the “nation,” the “state,” the “President,” and even God himself, and feel the dominance hierarchy emotions towards those abstractions. Most people would tell you they do not follow an alpha male but nevertheless are afraid of professing a politically incorrect opinion to their best friend in private. Why? Because “society” has replaced God as the ultimate alpha male we worship and obey. Most people cower before some type of alpha male,
and if we are not consciously resisting the alpha male, he becomes all the more powerful.

Of course, objective reality does exist and all humans are bound by real limitations. And most people are pretty well socialized as to what “reality” is, so people will look at you strange if you insist that the sky is purple and that you can talk to animals. Nevertheless, to her subconscious mind you must FEEL to as if you can create reality even if you superficially act like a normal, fun, happy guy.

**The archetypal alpha male**

Betas did not evolve to follow and obey just any alpha male, but rather the archetypal alpha male, the perfect alpha male. The archetypal alpha male can defeat any challenge, has complete abundance, is completely superior, and leads in every respect. He is infinitely alpha across all categories. The archetypal alpha is a fake character created by evolution that only exists in our emotions, and is designed to drive betas towards the man that can best protect and lead them. A beta who seeks a man who can defeat some challenges is less likely to survive in the jungle than a beta who seeks the man who can defeat all challenges.

The archetypal has no weakness, fear, or deficiency, so he can be completely honest about his intentions and will never give a single fuck about what anybody thinks. He will never lie, cheat, or make promises he can’t keep because he has no need to. The archetypal alpha is also fair in that he helps betas who contribute to the cause.

Of course, no real man is actually an archetypal alpha male. Nobody is even close. Women seek the man that is the closest approximation to the archetypal alpha, but because every real man is so far off, women never fully emotionally invest in any real man. I think it is silly for any man to say “I am alpha” – it is more accurate to say that a man “has alpha traits” or “thinks/feels/acts as an alpha would” in a particular moment and situation. Similarly, no man is completely beta. Most men switch between feeling alpha or beta depending on the situation they are in, the people they are around, and the thing they are doing. The biggest beta will feel and act like a badass when he is doing something he is good at, like playing video games, and many otherwise “alpha” guys act like a little bitch when they are around certain women or guys they see themselves as inferior to.

Whether or not you believe God is real, it is useful to study the character of God in religious literature because he clearly appeals to humans’ desire to follow the archetypal alpha: God is a man, who creates reality, makes all rules, provides guidance and leadership, is all powerful, is all knowing, controls all resources, conquers bad guys and challenges, and feels no fear or anxiety. The God of the Bible is closest to the archetypal alpha, which is why he is the most popular of the Gods. It is interesting that the God of the Bible is compassionate, loving, and accepting of his followers, but only if they obey his commandments. God does not NEED anything from anybody, he only helps his followers because they have shown their loyalty by bringing him some kind of sacrifice.

**Hacking your mind**

Because no real man is the archetypal alpha, we must “hack” our subconscious emotions to feel like the archetypal alpha male, or as close to it as we can. Life is a continuous stream of challenges, most of which we are unprepared for and fail, so we are all prone to beta thoughts and feelings. Therefore, we must fight to prevent our emotions from subconsciously drifting into negativity when we fail or meet a challenge that presents us with uncertainty. Even when you fail, you can’t let yourself FEEL inferior. You must hack your mind so you feel consistently alpha in all things you and in all
situations, but most importantly, in difficult situations.

Fortunately, humans have the ability to “intervene” in our thoughts/actions/feelings cycle and change it through action. It is almost impossible to change your thoughts and feelings by just thinking. In fact thinking, reading, and talking about being alpha but being too afraid to do anything reinforces your subconscious mind’s feeling that you are beta. Not only is spending all day on the internet reading manosphere shit without doing anything wasting your time, it is actually making you more beta. Even if your thoughts/actions/emotions cycle is trending positively, you can do something beta and turn the cycle negative again. You must always keep working.

The key to hacking your mind is 1) understanding that the world is governed by rational rules that do not give a fuck about your feelings (or anybody else’s for that matter), 2) ensuring that your rational mind stays in control as much as possible, and 3) controlling your emotions.

As much as I discuss emotion in this article, at the end of the day the world is governed by cold, impersonal, objective, rational rules. These rational rules are freely available for anybody to understand and use to shape their world in their own image, but to do so, you must first control your emotions. Your emotions are just evolutionary tools designed to ensure our survival in the jungle, not objective representations of reality, and you cannot let your emotions guide you. Feeling alpha feels great, but if you try to fight a UFC fighter because you had a few beers and feel “alpha” you will get your ass kicked and quickly realize that the objective rules that govern the world do not give a fuck whether you think you think you are alpha or beta.

Realizing that the world is governed by rational rules is incredibly liberating, especially when dealing with women. Most men have no idea what women want, how they feel, or how their minds work, so they essentially see women as infinitely complicated black boxes that flit from emotion to emotion with no rational explanation or guiding purpose. With no rational guidance, these men are reduced to doing whatever they think will get a positive reaction out of women, allowing women incredible power to manipulate them and terrorize their emotions. This is the basis of cliché lines like “happy wife, happy life” or “the key to a successful marriage is admitting she is always right.”

But once you educate yourself about the rational principles that govern women’s emotions, you can take the lead in the relationship rather than simply reacting to her whims. You can even be a better partner and more “romantic” because you can anticipate what she wants before even knows what she wants. Each woman is infinitely complicated, but the foundational emotions for all women are the same. Best of all, when you get rejected, instead of falling into an existential despair of depression and ruined self-esteem you can analyze your rejection rationally: “I was too needy,” “I didn’t take the lead,” “she wasn’t attracted to me,” “she wasn’t emotionally invested enough to call me back,” etc… So long as women are a mystery to you, you must either give up on women or sacrifice your emotions to a slavemaster you do not understand. But once you understand women’s fundamental wiring, women will lose the power to manipulate you. You can still have beautiful, magical, transcendent relationships with women, you just won’t be terrified by her emotional whims anymore. Even if you do not understand all the relevant elements of women’s psychology, you must have faith that she, like everything else in the universe, is ultimately guided by rational principles.

To control your emotions you must disconnect your “self” from your emotions. “Self” is a nebulous concept, so you can think of your “self” as your ego, your rational mind, or your command center. It is the part of your consciousness that makes your final decisions and the “thing” that you evaluate when you judge yourself and the thing that makes the evaluations. Completely separating your “self”
from your emotions is the highest level of enlightenment, and requires lots of meditation, discipline and hard work. Nobody completely makes it, but the closer you can get, the better life you can have. I am not saying you should be an unemotional robot – all humans are emotional, but your fundamental organizing principle should be rational and arrange your emotions to serve you, not the other way around.

Most men fail to separate their “self” from their emotions, so when they fail at something, they subconsciously think they are actually a beta and a worthless loser, and when they succeed at something, they subconsciously think they are the archetypal alpha, and become arrogant assholes. Most men fluctuate wildly between these two poles, oftentimes based on how their boss treated them at work and whether a woman likes them. Because their “self-esteem” is fundamentally based on these emotions, and therefore how people treat them, these men can easily be manipulated, especially by women. The modern media-entertainment complex wants men to identify with their emotions so they can be easily manipulable to purchase things, go along with political agendas, etc...

You must be able to separate your objective evaluation of yourself with the persona you present when holding frame. In my own mind, I am humble and realize I am just a speck of dust floating through space, and could get hit by a bus tomorrow. I am also very aware of my weaknesses and deficiencies, which I am diligently working to improve. To her, however, I am Superman, nothing bad will ever happen, and I have no weaknesses. I don’t act like a delusional maniac – I will admit things that are true (“sorry honey, I am not good at karaoke”), but I will do so in a way that is positive, upbeat, and makes her feel like everything will be all right and we will defeat all challenges (“give me 3 weeks of YouTube singing lessons and I will be the Whitney Houston of karaoke”).

You should evaluate yourself objectively, based on your accomplishments and your characteristics (which are formed by your accomplishments), not based on how others treat you. This is all the more important if you plan on “gaming” because most women, especially those that do not know you very well, will deliver judgments on you that have nothing to do with your actual value. I have gone out, suffered humiliating rejections from a bunch of mediocre women, and then walked over to the next bar and taken home a 9. All rejection is based on some rational reason, which you either can or cannot figure out. If you can’t figure it out, stop obsessing about it. If you can figure out why she rejected you but can’t fix the problem, stop obsessing about it. If you can figure out what you did wrong, fix it. If you are humble and self aware, you should be able to figure out why you got rejected most of the time, and even if you have serious deficiencies you cannot fix, you probably have a lot of areas you can improve and become attractive to women. If you are young and do not have many accomplishments yet, you must still “fake it till you make it.” Evaluating yourself objectively allows you to create a “delusional” persona to present to her, while simultaneously allowing yourself to improve your flaws.

Carl Jung said that most people have a false relationship to reality: some people overestimate their ability to affect reality (too much alpha emotion) and some people underestimate their ability to affect reality (too much beta emotion). Your ideal attitude for your regular life should be in the middle, where you control your emotions and have a “correct” or “rational” evaluation of your ability to affect reality. Arrogance prevents you from humbling yourself before the rational rules that govern reality, and “betaness” makes you too humble and prevents you from attacking reality with adequate vigor. Your feelings of alphaness can even form an unholy alliance with your feelings of betaness, causing you to get lazy because you think you are already the shit. I have seen tons of impressive guys knocked down because they believed their own bullshit. Pride goes before the fall. To repeat,
however, the attitude you project to women is that of the archetypal alpha.
It's no secret that for most guys, especially in the modern world, too much betaness is a serious problem. But too much alphaness is also a problem – or more accurately, the problem is falsely identifying your feelings of being an alpha with your “self.” Just as women have a deep, subconscious desire to be with the archetypal alpha, men have a deep, subconscious desire to be the archetypal alpha. And just as women are chasing a character that they can never find, men subconsciously want to be a character that they can never be.

The most dangerous aspect of man’s desire to be the archetypal alpha is his infinite desire to fuck all women. Most men are losers that can rarely get laid by anybody, but all men have this insane desire embedded into their genetics, and once this desire awakens their life can quickly go off the rails. It’s common for lottery winners to lose all their money by blowing it on prostitutes, and many major celebrities have suffered immense damage because of their insatiable need for women. Guys like Harvey Weinstein and Bill Cosby can get lots of hot women without rape, but their subconscious emotions demanded what the archetypal alpha gets: ANY WOMAN, NO MATTER HOW HOT OR FAMOUS, WHENEVER THEY WANT, INCLUDING RIGHT NOW BITCH. But even though those guys were extremely powerful, they were not as powerful as the archetypal alpha, so they had to resort to rape to feel like him, which ultimately led to their ruin.

Because nothing can make a man feel like an archetypal alpha like a woman can, women are an extremely dangerous and addictive drug. Some of the most “beta” guys I know are good-looking, successful guys that learned some game and got some pussy, but got addicted to the forbidden fruit. Their desires expanded beyond their actual abilities, so now they act needy and desperate to fulfill their addiction, while simultaneously acting arrogant and narcissistic when things go well. The most beta guys in America are not the anime dorks in their mothers’ basements, they are the rich guys in nightclubs in Vegas and LA blowing thousands and sometimes millions of dollars on their impossible quest to feel like the archetypal alpha.

This article focuses on holding frame around women because nobody can fuck with your emotions like women can. To most men, women are the ultimate prize because they fulfill men’s deepest desires for sex, love, affection, companionship and, most importantly, the desire to feel like the archetypal alpha. Simultaneously, women launch massive shit tests at men while trying to determine if they are the archetypal alpha, leaving a string of broken, humiliated, depressed, and betafied losers in their wake. This combination of women’s desirability and the intense challenge they provide makes holding frame around women extremely difficult for most men. But the solution, counterintuitively, is not to play her game; rather, it is to withdraw and focus on defeating challenges.

You can hold frame around men women in non-romantic situations as well, but why would you give a shit? Unless you are insanely insecure, you don’t need to prove yourself to men: they don’t need to find an alpha male and you don’t need to find a man. Holding frame only matters in non-romantic situations where there are valuable resources on the line, genuine uncertainty as to what to do, and a genuine opportunity to create a new reality. A business negotiation, a job interview, a bar fight, and a crisis at work are examples of situations where holding frame vis-à-vis men matters. You must hold frame at work, but only in the broader sense: your coworkers should feel like you are in control of your assigned tasks, you are good at defeating challenges relevant to the job, and your coworkers need to struggle to keep up with you, and not vice-versa. But as our society becomes more and more
rationalized and routinized, situations of genuine uncertainty are becoming more and more rare. I can hold frame at Starbucks all day but they still will not give me free coffee.

And furthermore, even though I don’t connect my “self” with my feelings of alphaness, I still use those feelings to power through challenges that would otherwise induce anxiety or uncertainty in me. Some of the most successful men in history have been narcissistic megalomaniacs. Being a megalomaniac is generally a negative trait that hurts you, but their irrational, oftentimes stupid, confidence helped them power through challenges that caused most other men to freeze in their tracks. Again, however, your archetypal alpha is a pitbull that must be kept on a leash by your rational mind – letting your inner megalomaniac run your life will more often than not lead you to ruin.

**Practical steps to hack your mind**

I don’t have a perfect plan to hack your mind to feel alpha. Nobody does. If they did, that person would be a billionaire and all men would be alpha. I have written about this subject on my blog, but I will briefly try to summarize my thoughts here.

Keeping your mind “hacked” requires religion, and by that I mean you need a regular routine that you stick to no matter what happens or how you feel. The biggest mistake the guys I coach make is that they do not stick to a consistent program. The world is constantly trying to kick you in the nuts, and it often succeeds, so you must perform constant maintenance on your emotions to keep them positive.

A good maintenance program requires 1) engaging in fun challenges where you obtain incremental wins, 2) a regular “clearing out” of your negative emotions, and 3) focusing on an ideal.

You must turn your entire life into a series of challenges, and break those larger challenges into smaller challenges where you gain incremental wins. “Become a billionaire” is not a good immediate challenge because it is too complicated and intimidating, but “start a good lifting routine” is a simple challenge that you can easily conquer, which will give you the confidence to move on to the next challenge. You should look at every category of your life as a challenge: I think of dressing, cleaning my room, and grocery shopping as a challenge, and I strive to be better at those things today than I was yesterday. Beware, however, of challenges that do not improve your life: worthless challenges like video games are fun because they are designed to take advantage of your challenge circuitry, but there is no actual payoff to winning.

The most important challenge you defeat is yourself and your own weaknesses. Once you’ve built a good life for yourself, then you can defeat challenges that will help your immediate friends and family, and as you build even more power you can defeat challenges that can help your broader community, country, or the even the world. But the core of your focus should be yourself – you cannot help others until you have your own life in order. And I am not just moralizing when I say you should help others – if you are any good at defeating challenges you will eventually get more resources than you can possibly use yourself, so you must channel those resources wisely. If you spend your resources trying to impress people, help people who don’t deserve it, or give it to women to get them to like you, you will just hurt yourself and them.

Disconnecting your “self” from your emotions can help you erase your negative emotions. When most people fail, their subconscious says “you failed so you must be beta and inferior. Bow down before those who are superior, faggot.” But your subconscious mind is lying. You are not inherently beta or alpha. You are a creature with an alpha mode and a beta mode that happens to be in beta

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mode because it took a loss, but can flip back into alpha mode after making some adjustments and getting some wins.

For #1, I suggest getting at least one creative hobby and one objective hobby. An objective hobby is one where there are objective standards of success, like lifting weights. Objective hobbies do not increase your creativity, and creative hobbies do not create discipline because there no objective standards for success, so you need both. Because humans are apes, and physicality is such an important part of being an alpha male, you must also perform regular bodily maintenance as part of #1: lifting weights is absolutely necessary, but I also highly recommend swimming, combat sports like Brazilian jiu-jitsu, running, eating well, etc…

For any hobby, you must set an iron routine you do not deviate from. If you find yourself “missing” sessions, you need to reset your routine or perhaps eliminate other distractions from our life. If you can’t enforce boundaries with yourself, how can you enforce boundaries with women?

For #2, you can “clear out” your negative emotions by spiritual practices, meditation, hanging out in nature, hanging out with positive people, silent contemplation, therapy, reading positive shit, or writing. Find what works for you, but do it regularly on a set routine. Psychedelics can help, but be careful: drugs simply wipe out your negative emotions without any effort on your part, and the effect is temporary, so relying on them is dangerous.

For #3, no matter who you are, you need to aim for something higher by focusing on an ideal. Alphas inspire betas to do better because, by conquering challenges and creating a new reality, they do things that were previously thought impossible. The archetypal alpha looks up to nobody, but you are not him so you need to kill your inner beta by learning about and emulating great men. Unless you are perfect, somebody out there is better than you at the things you strive to do, so you should learn from them. Finding role models is difficult because the modern world is insanely complicated so most great men fail massively in some parts of their lives. You must therefore learn from many men, and put together their lessons.

Fixating on an ideal also helps you hold frame because your thoughts and emotions are constantly “higher” than those around you. If the best rapper in Kalamazoo, Michigan insults Jay-Z, Jay-Z will not give a shit because he is focused on being the biggest rapper in the world, not the best rapper in Kalamazoo. Similarly, if you are a regular guy in Nowheresville, America, and some woman treats you like shit, you shouldn’t react like you were a regular guy in Nowheresville, America; you should react like you were Bill Gates, Jay-Z, Conor McGregor, and Ronald McDonald all wrapped up in one.

Your inner world

The most valuable thing a man has is his thoughts and emotions, and his most valuable leverage against anybody, including women, is his inner world. It is true that women are attracted to guys with lots of women, or tons of social proof, or awesome cars, etc…, but if you depend on anything external to yourself for your confidence you are not the alpha male. But if I can have fun by withdrawing into yourself, nobody can ever have any power over you, no woman can reject you, and nobody can make you feel inferior. I am a good looking, well dressed, reasonably successful guy, but when I approach a woman my primary confidence comes from my inner world, because I know that even if she deals me the harshest, most humiliating rejection ever, I can just retreat back into my thoughts and be having a great time again. In addition, women’s attraction to men if primarily mental, and with a deep inner world I can offer her a mind that is seemingly infinitely deep.
A deep inner world is also important to control your emotions. Animals cannot control their emotions because their minds are wired to react to whatever is in front of them at that moment. But humans can think abstractly, which means that if we are in an emotionally unpleasant situation, we can just think about something else and take our emotions out of that situation. For example, if a woman is yelling at you and trying to make you feel like shit, you can just imagine all the other woman you have so her yelling loses all emotional significance for you. And if you don’t have any other women, you can imagine you do. That’s the beauty of the human mind – we can delude/trick ourselves into feeling any emotion we want. In fact, the ability to think abstractly is what gives the alpha male the power to create his own reality.

You develop a deep inner world by putting yourself in challenge mode, and then carrying those thoughts and emotions with you everywhere. Your thoughts and emotions should always be on the challenges you are working on, the books you have read, the new ideas you are processing, the art you appreciate, ways you are improving yourself, your goals, etc… When she is around you, she must feel like she is competing for your attention with your thoughts and emotions, which are inherently more exciting and interesting than her (if they weren’t, she wouldn’t be interested in you), but you pay her attention out of grace because she has done things for you. When you are around impressive people, even in casual situations, you FEEL like their mind is on better, higher things, and they just chat about mundane stuff to be nice.

A deep inner world also requires a strong imagination. The power, abundance, and superiority requirements often require us to act like we have things that we do really do not, so we must fill in the gaps with our imagination. When you interact with a woman, you must literally feel and act as if you own the Playboy mansion and can fuck whoever you want whenever you want, so she better do something really fucking impressive to hold your attention. Of course, this will be very difficult if you have never even fucked a single attractive woman, let alone many, but you must have faith this technique works. If I am talking to an attractive woman, I might imagine that there is a better looking woman standing behind her and keeps beckoning to me, but I need to talk to the attractive woman because she is doing something for me and, as a fair alpha male, I must reward her.

Finally, as a last resort, you can use emotional anchors. When your emotions are truly being tested, most often by a woman, you can think about something that carries a lot of emotional weight for you, either good or bad (preferably good). That will wipe women from your thoughts and emotions. I have always found that I was more successful with women when something important was weighing on my mind.

**Status and insecurity**

I define insecurity as the fear that your flaws will cause the tribe to reject you. Everybody has flaws, but it is the fear of rejection that causes people to act desperately or irrationally to cover up their flaws. Insecurity is related to status: if you think you are on the verge of rejection, you desperately clamor for a higher status to get farther away from the bottom. On the flipside, insecurity causes people to not even attempt to contribute to the tribe because they feel it is hopeless. Insecurity also causes betas to attack and try to pull down other betas to salvage their position in the tribe.

The alpha can theoretically prevent insecurity among his betas by acting fairly, rewarding them for their contributions, and helping them improve when they fail. But most people in the modern world have grown up with cruel, arbitrary, unfair, selfish, and stupid alphas in their life, so there is an
epidemic of chronic insecurity in the modern world, especially among women with respect to relationships. These damaged people think it is either useless to contribute to a relationship because they feel like they will get nothing out of it, or they see relationships as a zero sum game where each party tries to take advantage of the other. By holding frame and acting fairly you can theoretically “fix” some of these damaged folks, but for most damaged people it is too much work and not practically feasible.

The alpha, however, never feels insecure. He cannot be “rejected” from the tribe and status means nothing for him because HE determines everybody’s status. The alpha’s value is not based on some other ape’s judgment of him, but rather his own objective success at defeating challenges. The alpha’s value is not subjective because whether the tribe gets massacred by its enemies is an objective fact nobody can dispute. Even if all the betas abandon the alpha, he simply continues to defeat challenges by himself in the jungle, and if he is successful, the betas will eventually re-join him because, from an evolutionary perspective, they absolutely need to. For this reason, the alpha does not become mean, angry, or defensive when he is criticized: he only springs into action when there is a legitimate challenge or threat he must overcome for his own safety. Of course, in real life you may get ignored, asked to leave places, or “rejected” from things and people, but part of creating your own reality is keeping the same positive, calm, enthusiasm demeanor as if you were the archetypal alpha no matter what is actually happening to you.

This is an extremely important point. When holding frame you absolutely must never look like you are seeking her approval or acceptance. You should not be rude or shitty, but your primary goal should be your own fun, not convincing anybody else of your value. This is an extremely difficult transition for beginners, because most people are trained from an early age to please or try to impress people they like, and not doing so feels strange or mean to them. Not only does this mean no bragging, but I suggest an extreme humility: if she wants to know anything about your status, she needs to drag it out of you. And of course, your money is never her business.

Most importantly, you should never look like you are trying to hold frame. Ever. If she senses that you are “trying” to alter your natural behavior to make her like you, she will feel like you are trying to obtain her acceptance and you are emotionally invested in her, which means she is the alpha, not you. For the archetypal alpha, frame is an authentic expression of his single-minded determination to have fun and defeat challenges, not a set of artificial rules he is following.

Even when enforcing the harsher aspects of frame, like leaving a woman who is acting shitty, you must do so in a positive, cheerful way and not look butthurt, angry, or like you are “playing games.” She should feel like you are genuinely an easily distracted child, and if she is not entertaining you will find entertainment elsewhere. Think about a hot girl stumbling drunk in a club; every guy will try to catch her attention and “entertain” her but she will shift her attention from here to there based on whatever is most interesting at that moment. That’s how women should feel around you. If I am hanging out with a woman and she rudely ignores me to talk to another guy, I just leave. If she deserves it, I might say to her “hey sorry, I have to go meet my friends somewhere else!” If she follows me, I win, and if she doesn’t come, she never cared for me anyway. But yelling “fuck you, I have other women” doesn’t work: words do not affect emotions, only actions do.

The alpha male is a harsh character, so you must “hide” him from her conscious mind. Women consciously think they want never ending love, roses, and a “nice guy” so if her conscious mind realizes you will leave the second she stops being interesting she may decide to find a guy who is more reliable. Many women have been hurt by “alpha males” (meaning "he didn't commit after we
fucked”) so they purposely seek “beta” guys for long term commitment. You can, and should, appear to her conscious mind like a nice, cheerful, positive guy, while simultaneously fulfilling all the requirements of an alpha male so you can appeal to her subconscious mind as well. Frame subtly underlies your interactions, like background music in a movie that the characters do not discuss but sets the emotional tone and indicates “what is really happening” in the scene. From an outside observer, you should look a cheerful, fun guy having a great time, not a tough guy trying to look badass, an arrogant douchebag, or a flaky diva.

Of course, this whole article is about “trying” to hold frame. That’s fine – women are attracted to the archetypal alpha, and you are not that, so you do need to consciously alter your behavior to act alpha. The more you practice, however, the more natural it becomes, so you stop thinking about it.

**Women and the alpha male**

Women have two “selves”: a conscious self which is conditioned by society and often unique to her, and a subconscious self, created by evolution and common to all women, that desires the alpha male. You must appeal to both of these selves simultaneously. Consciously, most women want a “nice,” funny, intelligent, romantic, generous, sensitive guy with a sense of humor that shares their interests, cares about them, and “loves” them. Subconsciously, all women want an alpha male. As a smart redpiller said, “all women are the same, all women are different.”

Most women either do not know about this subconscious self or they purposely repress and “hide” it because the desire for the alpha male is embarrassing, degrading, or harmful, and because society teaches that a “good” girl would not act that way. For this reason, women project a demeanor that is the opposite of what they really feel: they often appear accommodating, caring, weak, and “soft,” which masks that their reptilian brain is ruthless, calculating, highly advanced, uncompromising, and heartless. Holding frame is difficult for men because they have no idea the subconscious self exists, that is, until the woman ghosts them or starts acting “weird.”

Because most men fail to understand the division between women’s conscious and subconscious selves, they either try too hard to be “alpha” and come off as a one-dimensional, uninteresting, asshole that doesn’t appeal to her conscious mind, or they think her outward self is all that exists, so they are tricked into acting like an emotional little bitch. Many men also meet nice, intelligent, interesting women and think “well, THIS woman is different,” not realizing that a women’s subconscious self is not “her.” All women have this reptilian brain, some women are just better at repressing, guiding, controlling, or understanding it.

A woman’s subconscious desire for the alpha male is blind emotion. It is a waste of time to get mad at it, argue with it, or try to reason with it. It is relentless, unyielding, unreasonable, and unmoored from reality. It can also be “tricked,” which is why a woman will reject an awesome guy who “feels” beta in favor of a loser who “feels” like an alpha male. The mixture of any particular woman’s subconscious and conscious desires is a complicated soup that no human being, not even her, can understand, so it is a waste of your time to try to why or what she is doing. All you can do is hold frame and if she does not clearly and strongly emotionally invest in you, move on. Rational words and nice favors can never defeat her subconscious emotions. The only thing that can defeat an emotion is a stronger emotion, and the alpha male can induce the strongest emotions.

To emotionally invest in a man, a woman must feel “accepted” first. Acceptance is often referred to as “comfort.” You being alpha does not mean shit to her unless she can join the tribe because otherwise, she is in the jungle by herself, prone to being eaten by lions. The phrase “hell hath no fury
like a woman scorned” is true because rejection is the most painful feeling a woman can experience, and once she feels rejected, she will never trust you again.

Most men have a vague sense that they need to “court” or “game” women first, but they do not understand how the mechanism of acceptance works so they end up doing a bunch of beta shit, like buying her things or paying her too much attention. Acceptance, however, is more of an emotion than a rational state of affairs, and all you need to do to make a woman feel accepted is to show genuine joy and interest at her when she does something to deserve it. A genuine laugh, a grateful “thank you,” or genuine interest in her story turn women on like nothing else because they communicate, on an primal, evolutionary level, “you have contributed to the alpha male’s tribe, and he is pleased.” Acceptance is her prize in the alpha male quid pro quo, but you do not need to give her the prize until she deserves it and in fact, giving her the prize too early will make her think you are not the alpha.

If, however, she feels like you are unfairly withholding the rewards she deserves under the alpha male quid pro quo, she will feel rejected and angry, and her conscious mind will get involved. The whole challenge of “game” is to make sure she feels accepted, reward her for her good deeds, and keep her conscious mind at ease, all while hiding the fact that you are holding frame. Ensuring she feels like accepted while still maintaining the alpha male quid pro quo requires emotional intelligence, creativity, and confidence. What you need to do depends on what she has done for you, what you have done for her, the situation, etc… For example, if I approach a woman at a bar and I talk to her for 5 minutes, and then get bored and leave, she will feel like I rejected her. But if a woman deeply emotionally invests in me and we regularly have sex, then I can ignore her for months and she will come right back when I call her. If a woman says “why don’t you text me more” I don’t say “per the alpha male quid pro quo, I can only text you when you text me first” but I will instead say “I really don’t like texting” or “I am super busy during the day.”

You should never explicitly “reject” a woman you are interested in unless she is truly harmful and dangerous. If she behaves badly, just “lose interest” and ignore her. Apathy is a more severe and effective type of punishment than anger, and also does not carry the emotional baggage of rejection. Betas are attracted to apathy because it implies the possibility acceptance. If the alpha does not have any feelings towards you, positive or negative, you still have an opportunity to prove yourself. If the alpha, however, has negative feelings towards you, you will feel rejected.

Women will often shit test you by accusing you of rejecting them or dragging you into deep, emotional fights about the relationship. Whatever you do, you must reject any emotional argument: she wants to see stoicism and apathy from you. If you did her wrong, apologize once, and otherwise clearly explain to her once why her concerns are unfounded. Do not grovel and bow to her demands. Nor should you act like a tough guy and be mean. Rather, you should be positive and happy, limit the conversation, and subconsciously reinforce that your attention is based on her behavior and she has not done enough to merit your attention. Her: “Why have you been ignoring me?” Me: “Katie!! Great to hear from you. I haven’t been ignoring you, I’ve just been busy, we’ll hang out soon though, I promise.” If she cannot sense any negative emotion in you, she will not be able to feel rejected.

Defeating challenges

The optimum state for a man is what I call “challenge mode”: it is when your thoughts and emotions are focused on defeating fun challenges exactly on the edge of order and chaos. “Fun” and “challenge mode” are synonyms: we only really enjoy anything when there is some challenge involved. I can put
you on a beach with infinite margaritas and Playboy models, but if there are no challenges you would get bored within a few hours. Art, comedy, movies, relationships, sports, and intellectual pursuits are enjoyable because they challenge our thoughts and emotions. Scientists have shown that music appeals to us because our brain is trying to find some kind of “pattern” in the sounds, and it feels like good when that pattern is confirmed. A similar mechanism drives gambling addiction: our brain is subconsciously trying to find some “pattern” in the game, which is stupid because there is no pattern.

Challenge mode is life’s greatest pleasure because it includes all of life other’s pleasures within it: the desire for power, the desire for knowledge, the desire for honor, etc… Challenge mode even contains within it the pleasure of helping people, because by defeating challenges we are making the world a better place and accumulating more resources to distribute to those who deserve it. Friendships and relationships are even related to challenge mode, because a healthy relationship is one where you challenge each other to become better. Even simple pleasures like shitting, eating, and sleeping are enjoyable because they help us in our quest to defeat challenges, and all those things are more pleasurable after we have been busting our ass defeating challenges. This isn’t abstract philosophizing; our brains are wired to seek and defeat challenges, because that is how we survive in the jungle.

Not only is challenge mode the most fun a person can have, it is a complete and all-encompassing fun, and therefore occupies all of our thoughts and emotions. In challenge mode we can ignore everything else, including what people think of us, women, sex, and even bodily needs like food and showering. All other pleasures are secondary and are there only to help challenge mode. A person in challenge mode is relentless, determined, energetic, enthusiastic, and focused. He is also transcendent because he is pushing the boundaries of the current reality and creating a new reality.

A man in challenge mode is superior to others because, regardless of his actual success, he is doing the most fun thing a human being can do. Humans have a bizarre ability to “sense” challenge mode in others, and when we see somebody single mindedly fixated on a challenge a small part of us subconsciously feels jealous because our subconscious mind “knows” they are superior to us, at least in that moment. “Haters” are basically miserable people who try to knock you out of challenge mode so they no longer feel inferior to you. But if you hold frame and continue to remain in challenge mode, the subconscious of the hater cannot help but accept you as their alpha male. Women will bombarding you with the most massive shit tests ever and then suddenly become attracted to you when you show that you are truly, honestly, having more fun than them.

An archetypal alpha radiates positivity in everything he does because, not only is he having fun, he is improving himself and helping the rest of the world at the same time. Positive emotion is not the RESULT of defeating challenges, but rather the feeling you get WHEN you confront a challenge you think you will defeat. Our brains give us a dopamine rush not just to reward us after we win something, but as motivation to go for the win. One way to think of confidence is “the positive emotion you express when you think you will defeat the challenge you are confronting.” For example, if a man has had success approaching women in the past, he will feel (and therefore express) positive emotion when approaching a woman because he subconsciously thinks the approach will work. If a man has not had success however, he will feel and act awkward, anxious and timid, because his subconscious mind sees no possibility of success and focuses only on the downside (rejection). This is why athletes practice visualization – if they imagine knocking out their opponent enough, when they are actually confront their opponent their subconscious mind will think that they can do it, so they will punch with more energy, confidence, and positive emotion and be more likely
to knock out their opponent.

The archetypal alpha does not defeat SOME challenges but rather ALL challenges. Women are not attracted to a man who is only good at defeating a single, narrow type of challenge (i.e., video games) because, in the jungle, if that guy encounters some other kind of challenge he is fucked. Not only should you view every aspect of your life as a challenge to be conquered, you should also be infinitely curious and aware of yourself and your surroundings. Women are attracted to men who are curious on a deep, evolutionary level because it subconsciously communicates that the man is diligently scanning the environment for all threats and will not be caught off guard when the bad guys attack. In essence, the difference between the alpha and the beta is that the alpha views the unknown with curiosity, whereas the beta views the unknown with fear. For the same reason, women notice men who put effort into the “little things” about their appearance and life. This is also why you must draw boundaries with respect to every aspect of your life: if she is trying to negatively affect your sleeping, eating, career, intellectual pursuits, friendships, etc…, you must say “no.”

As a practical matter, you cannot spend your entire life in challenge mode. In real life, sometimes you must defeat challenges that do not lie precisely at the border of order and chaos and require long stretches of tedious, boring, stressful, difficult work that pays off only in the long run. Ideally, your work puts you in challenge mode as much as possible, but you can't get addicted to challenge mode and neglect other important shit that needs to get done. The real world doesn't give a fuck if you are having fun or not, it is just easier to succeed if you are.

Women are obviously attracted to tall, attractive, rich guys, but they are mostly attracted to the FEELING of a man in challenge mode, especially if she finds his challenges fun, impressive, and important. Women want the “fun” of defeating challenges without actually facing chaos, making difficult decisions, or taking responsibility, because those things cripple them with anxiety. Betas evolved to want to “help” the alpha and contribute to the tribe’s success, but they cannot confront chaos directly themselves because they feel paralyzed with fear. For example, if a woman’s passion is electronic music, nothing is more attractive to her than a man who is slowly moving up the ranks as an electronic music DJ because he is living a dream that she is too paralyzed by fear to pursue. However, the woman who is passionate about electronic music at age 25 will probably be reduced to being passionate about paying her bills at age 35, so her ideal man will change as well.

Women are attracted to transcendence: they want the feeling of constantly entering new realities they previously did not have access to. Our emotions require novelty and a challenge, so no matter how rich or attractive you are, she will get bored if you are static. Women can maintain existing order by themselves; what they need an alpha male for is venturing into chaos and creating new order out of that chaos. Being around an alpha male is like a religious experience for women because he offers them a portal to infinity; but when he leaves challenge mode the magic disappears and he goes back to a regular guy in the material world with his regular limitations.

As the leader, it is the man’s job to find and create challenges for you and her to conquer together. Dates should be adventures when you and her go to a cool, unique place and challenge her, yourself, and even third parties you run across. Your conversations should be interesting, challenging, difficult, stimulating, and crazy. And most importantly, you should be having fun – you are not creating challenges to put on a show for her, but so you can have fun yourself. At the same time, the conversation should be fun for her too and touches all of her emotions. Nuclear physics is challenging, but even nuclear physicists want to talk about silly, lighthearted things when having fun. Here is a good rule of thumb for conversations: think about if a neutral third party that was not
attracted to either of you was watching the conversation: would that person think “those two are having a fun, challenging conversation” or would they think “that is a needy guy trying to make the girl like him”? If the answer is the second, you lose.

Because our greatest challenge is ourselves, conversations should be about challenges that are relevant to her life and yours. But because the alpha male is not needy, he can listen carefully to each word she says and figure out exactly what she means, what she cares about, what her fears are, what she wants a man to say to her, how she feels, and what her challenges are. If you can get her talking about a challenge that is deep and important to her, the more emotionally invested she will become in the conversation (and you), and the more interesting the conversation will be for you. For example, if she is a college athlete, I will try to get her to talk about some big game or obstacle she had to overcome. I know that sounds corny and cliché, but her challenges are a lot more interesting to me than anything else she could talk about. Even her interests are only interesting to me insofar as they are related to some type of challenge we can discuss.

You should also “find her value,” which means you should subtly lead the conversation to find the thing she is good at, the thing that makes her special, and what she can contribute. For example, if I find out she is interested in talking about cooking, I get her to teach me a recipe, and I graciously thank her. She may not even consciously realize she is “doing something” for me, but her mind will simultaneously subconsciously emotionally invest in me and feel special. Because this type of “deep listening” is extremely valuable and rare, I am stingy with it. She needs to contribute first. You often hear “don’t be a woman’s emotional tampon.” I actually think it is fine to do some emotional tamponing, and it is necessary in a long term relationship, but she has to put some fucking work in first. If she tells you that her grandmother died, you can be sympathetic and comfort her if you have been dating her for a while, but if you just met her and she tells you that her grandmother died, you should just say “I am very sorry to hear that” and change the subject because she has not yet done enough to deserve you comforting her.

Like everything in game, you should start with small challenges and get bigger as she emotionally invests. First, you tease her and challenge something stupid she says or does. After she gets more emotionally invested, you can talk about challenging topics like politics, religion, social issues, etc… Once you form a long term relationship with a woman, you can tackle life challenges together – with her as your helper.

Challenges are most fun when they are right on the border between chaos and order. If you challenge her too much (too much chaos), she will think you are a jerk or a weirdo. You can’t walk up to a woman in a bar and tell her she’s fat or ask her to solve a math problem. If you do not challenge her enough (too much order) you will bore her. Your best guide to creating challenges is yourself: do you find something challenging and interesting? She may too. But if she does not, find something else. Most men fail at keeping challenge mode around women. Even guys with amazing lives that have defeated incredible challenges often throw away everything that is attractive and interesting about themselves by immediately focusing their thoughts and emotions on the woman. They let her lead the conversation, which leads to talking about some boring bullshit, which leads to her losing attraction. Women don’t want to lead the conversation – they want you to find a challenging topic and then let her talk about it. As the man, it is your responsibility to make the conversation fun.

When I was younger, I used to think that women were uninterested in doing anything, talking about
anything interesting, having big thoughts, etc… But now I realize that women have the same motivation, curiosity, and drive that men do – the difference is that women evolved to defeat challenges as the alpha male’s junior partner. I also disagree with people who say that women are uninteresting and have nothing to offer. Every human being making their way through this crazy world, whether they are a heroin addict or a Fortune 500 CEO, has something interesting about them or some challenge they are facing or have overcome you can learn from. When guys say “hot women never have anything interesting or intelligent to say” what they really mean is “I can’t relate to a hot woman’s challenges because they are different than mine.” Beautiful woman have tons of challenges – other women hate them, every man they know, including their bosses, family members, and “friends,” is trying to fuck them, every compliment they get is a lie, nobody takes them seriously, they are tormented by insecurity, etc… If you can get her talking about these challenges, you will learn about a life you will probably never experience and she will become attracted to you.

Most women have no idea they are attracted to challenge mode. Nevertheless, their minds subconsciously interpret every characteristic of a man with respect to defeating challenges. For example, women are turned off by guys that dress terribly not just because they look bad, but also subconsciously because those guys failed at one of the fundamental challenges of life: presenting a nice appearance. When they see a guy that is better dressed than their man, they subconsciously feel that the other guy defeated their man in the gladiatorial arena of dressing well. One small fault is not enough to sink you, but enough of those and she will lose attraction. One of the most attractive things to a woman is a man who is better than her at everything in her life she values, because that means that guy faced all the same challenges she did, but did a better job of defeating them.

Of course, women do not only want a man in challenge mode. They also want to be powerful, rich, superior, and in charge – the traits of the alpha male. But these things are empty and boring without also feeling challenge mode. And women do not want these things on their own; they want them vicariously through an alpha male.

**The alpha male and resources**

The distribution of resources determines the dominance hierarchy because, at the end of the day, all anybody wants is resources, and power is just a mechanism to get resources. For apes, resources are mostly food and women, but for humans “resources” can be anything that we need, want, or that matters: money, love, power, fun, good relationships, a good personality, intellectual stimulation, a comfortable chair, time, attention, etc… The archetypal alpha male controls ALL the resources in the tribe, even the women. He eats his fill and distributes the leftovers to the betas, but only to the betas that have already contributed to the tribe. A beta who has not given anything to the alpha male does not exist to him.

The rule for distributing resources is what I call the alpha male quid pro quo, which is that the alpha male only distributes resources to betas who have done something for him first.

This rule applies to any resource you can possibly conceive, including your attention, time, compliments, and mental energy. The alpha male quid pro quo applies in every situation, with every woman, no matter how hot or important she is, and throughout the whole relationship, no matter how long you have known her. It applies in real life, over text, in dating apps, and across every category of your relationship. It is THE most important rule for holding frame – if I had to simplify “dealing with woman” into one sentence it would be “do less for her than she does for you in every category of your relationship, including paying her attention.”
Because the alpha male owns all the resources he wants nothing from anybody. The betas, on the other hand, want things from the alpha, so they give things to the alpha male first, hoping that in return the alpha will accept them into the tribe, protect them, provide for them, and allow them to vicariously defeat challenges through him. The alpha doesn’t need anything the betas give him, but the alpha nevertheless demands loyalty before he provides anything, including acceptance into the tribe.

The alpha male quid pro quo is so deeply wired into our neurocircuitry that it serves as the psychological foundation for many religions: worshippers bring sacrifices to God, and if God is pleased he gives them protection, acceptance, and resources. This circuit is so powerful that the mere act of bringing sacrifices for God makes people feel like something good will happen, even though God has never directed responded to anybody’s sacrifice and may not even be real. On a more practical level, human beings WANT TO HELP – they just need to make sure the cause they are helping is worthwhile first (i.e., the alpha).

This circuitry is also related to loyalty. The alpha cannot risk strangers joining the tribe because one of them might stab the alpha in the back, so betas must be “initiated” by doing something for the tribe first. The betas’ initiation is a contribution and causes the beta to emotionally invest in the tribe. If you do something for somebody, you are wired to want to stick around to see a return on your investment. And the more you do for the alpha, the more you get accepted, and the more you get invested. You see this everywhere in the human world: gangs, corrupt governments, and even fraternities require some kind of “initiation” before you can enjoy the benefits of membership. You can’t just drive up and join the Crip gang in LA or a Mafia crime family because there is a chance that you might secretly be a Blood or a member of a rival family – you must first murder somebody on behalf of the gang to show you are loyal. As you will see later, this loyalty circuitry explains why women want to feel special before they have sex with you.

Men on the manosphere sometimes argue in percentages about how much women must contribute in a relationship. A “square” might say 50/50, whereas a manosphere guy might say 66/34 or even 95/5. The answer, evolutionary speaking, is that the woman must contribute 100% to the relationship and the alpha 0% because what the alpha male contributes is fundamentally different than what the betas contribute. The alpha male provides acceptance into the tribe and a portal into defeating challenges, the most valuable resource of all, and a resource only the alpha can provide. The bigger and better challenges the alpha defeats, the more valuable his contribution is. In other words, all you need to provide a woman is your presence and acceptance into your awesome life for her to be happy. Not only does she not want or need little “favors” from you, like money and stuff, but giving her too many favors would violate the alpha male quid pro quo because you are already giving her so much.

Of course, as a practical matter you must sometimes give the woman favors. If she buys us a round of drinks, and I don’t offer to buy the next round, her subconscious may think I am “alpha” but her conscious mind will think I am a selfish asshole. Similarly, “accepting” her requires me to do things for her, like answer her texts, invite her to things, etc… The 100/0 balance is an emotional ideal, not a practical reality. Nevertheless, the total sum of what you do for her must be much less than what she does for you.

Because “want” is a fundamentally beta emotion, women evolved an incredibly sensitive subconsciously ability to sense it. When you act wanty, neither of you may even consciously realize it, but her subconscious mind will register you as a beta and she will lose attraction. For example, if you tell a woman a boring story she doesn’t care about, neither you nor her will think “this guy is
needy” but her subconscious will sense that you WANT her to listen to your stupid story, and probably cannot find anybody else to do so.

Similarly, if you brag, validate yourself to her, supplicate to her, apologize for something you did that wasn’t wrong, beg, ask her too many probing questions, follow her around, tell her what to do with her life, put up with bad behavior from her, get mad at her when she doesn’t do what you want her to do, or take too much of her time and attention, you are subconsciously communicating want. Body language can also indicate wanting - standing too close, staring too long or looking at her needingly, being too enthusiastic to see her, anxiously waiting for her, and having a sad or deflated posture can give away that you do not have abundance.

Even talking too much shows want. Women generally don’t give a fuck about what you have to say unless she has emotionally invested in the topic first. When you talk too much, you are probably bragging, validating yourself to her, or talking about stuff you find interesting but she doesn’t give a fuck about. Even if you did have something valuable to say, you should not say it until she does something to deserve it.

The archetypal alpha is charming and pleasing in social situations because he wants nothing. He doesn’t talk too much, stand too close, complain, bring his own problems or insecurities into the interaction, talk about shit nobody gives a fuck about, tell people how to live their lives, make jokes only he thinks is funny, ask too many personal questions, give unsolicited advice, push his opinions on people, insult people for his own pleasure, etc… The archetypal alpha is just there to be provide a service to others. But simultaneously, and somewhat paradoxically, to hold his attention you must do something to deserve it first.

Violating the alpha male quid pro quo also shows wantiness because, by doing things for her first or doing more things than she deserves, you are subconsciously communicating that you are the beta bringing HER sacrifices in exchange for her approval. Our minds are wired to equate undeserved favors with wantiness. For example, if you take a woman to dinner before she does anything for you she subconsciously, and sometimes consciously, knows you only did that to get something in return. Even if you consciously think “I took her to dinner only because I am a nice guy” both your emotions and her emotions will think “he did something for her first, so he is the beta.” Even if she asks you for a favor and you do it, you are still the wanter because she knows why you bowed to her request. Women are subconsciously repelled by “nice” guys because women feel they are wanters and when a nice guy does something for a woman, she subconsciously knows he wants something in return and she has a debt to repay, so she runs away as soon as she can.

Most guys do not even realize how their demeanor, body language, and tone of voice changes when they are being wanty and trying to "game" women. Many men literally and talk feminine when interacting with women because they are subconsciously assuming the “beta” position. Try this: go out tonight and and tell women they look hot but instead of talking to them like they were a woman, talk to them like you were telling one of your bros you saw a hot bitch.

Both men and women subconsciously keep a ledger of everything they have done for each other, and if the man has done more for the woman, both parties’ subconscious minds synchronously categorize him as the beta. Once the man violates the alpha male quid pro quo, he will “feel” beta vis-à-vis a woman in a relationship, causing his emotions will push him to act even more beta, creating a vicious cycle. It is very difficult to break out of this cycle which is why, if you fuck up with a woman, it is often better to just move on. It is much harder to hold frame around somebody when both of your
subconcious minds have categorized you as the beta. All men have women in our lives that we feel “beta” to, and others we feel “alpha” to, and in both cases that feeling is based on what you have done for her and what she has done for you.

The wanter in the relationship can, however, shift, especially early in the interaction before the neural pathways have solidified. For example, if I approach a woman and ask right away “come with me to another bar” I feel wanty because I am asking her for something. But if we talk for a while and she becomes emotionally invested enough to follow me around, SHE becomes the wanter. Once she is emotionally invested enough, if I say “want to go to another bar with me?” it sounds like I am asking for something and wanting, but the subconscious communication is “you clearly want to hang out with me more than I want you, but I am nevertheless allowing you to come with me to the next bar.” The words you say are less important than the emotion conveyed, so even when you ask her to do something, it should not FEEL like you are asking, but that you are doing her a favor.

It may sound like I am telling you to be a paranoid nerd that counts every little thing either party has done in a relationship, but in practice after women emotionally invest in you they will do a lot of stuff for you, giving you a nice cushion so you will not need to watch your every move as closely. Many guys have trouble gaming immediately after they exit a relationship because they are used to the woman being emotionally invested in them and doing things for them, so they are not strict with enforcing the alpha male quid pro quo.

“Maybe” is an extremely important concept in the alpha male quid pro quo – she should always think and feel that her future with you is dependent on whether she contributes or not. If she knows you are completely committed to the relationship, and will stay no matter what, she will lose attraction because you are promising to violate the alpha male quid pro quo by doing things for her even if she stops doing things for you. Even if you don’t use the word “maybe” she should feel “maybe” at every step of the relationship. If she asks for long-term commitment the answer is “I don’t know! Things are going fine, but you might screw it up” (obviously put that in your own words appropriate for the situation). That sounds “mean” to the conscious mind, but it is exactly what her subconscious wants to hear. I often start a date by saying “I have a big day tomorrow, so I might have to go to bed early” to let her know she has to prove yourself to keep me out. If we start having fun, she will forget I was supposed to go home early.

Some guys say that women want “unpredictability” or an “emotional rollercoaster.” These terms are misunderstood: it is not your job to entertain her or artificially create drama. Women just want maybe. Maybe drives women crazy because it turns her future with you (and her future in general) into the primordial chaos that she fears most, but with a path to safety – in other words, you become the ultimate challenge that she can never completely conquer. An insecure or damaged woman may reject your deal and run to a guy who will give her an unconditional beta commitment, but if you fairly reward most women for their contributions, their subconscious will strongly want to stay with you. Even if you move in with a woman or have a long term relationship, she needs to understand that you will leave when she stops contributing.

The most important resources you have are your thoughts and emotions and your attention.

A man’s attention is valuable because it is her portal to vicariously experiencing his thoughts and emotions. When a man pays a woman attention she can see how he reacts to challenges, especially the ones she creates for him. A woman can admire a man defeating challenges from affair, like at a rock concert or basketball game, but it is much more impressive and emotionally satisfying when she
can run her own challenges through his thoughts and emotions. Most men are paper tigers – they can look cool and tough in one setting, but melt in a different situation. If you can hold frame through a variety of settings she knows you are the real deal.

A man’s attention is also how he accepts the woman. Women need to monitor the alpha’s approval to determine if they are still allowed in the tribe, so if the man is on stage or on the basketball court he is “interesting” to her but she will not form an emotional connection until he shows pleasure at things she has done for him.

Per the alpha male quid pro quo, you should only pay a woman when she does something meaningful for you. Your “attention” will ideally be approval and joy because if she does something shitty you don’t get mad, you just withdraw your attention. She can buy you things, do you favors, help you with things, or just be socially enjoyable by being funny, interesting, kind, helpful, positive, inspiring, smart, and even challenging (remember, the alpha male likes challenges). If she is boring, stupid, mean, unenthusiastic, negative, annoying, or not fun, or if she ignores you, you must withdraw your attention. Even if you just want pussy and don’t care if she is smart or interesting, you must raise your standards because women subconsciously sense when they are contributing to you or not. If she is being shitty and you pretend to have fun, you look like a wanty beta.

Modulating your attention pursuant to the alpha male quid pro quo is an art that requires emotional intelligence. Even if she does something to deserve your attention, if you give her too much attention you violate the alpha male quid pro quo and look like a beta. For example, if a random woman walks by and compliments my shirt, I will say “thank you” and ask her name, but if she does nothing else and I give her 10 minutes of attention, I look like a wanter. You must monitor every aspect of the interaction: if she says something valuable or interesting, I show enthusiasm. If she becomes stupid or mean or loses enthusiasm, I withdraw my enthusiasm as well. Just to be safe, I always make sure I have less enthusiasm than her.

If she ignores you or does something really rude, leave. Leaving is an extremely important aspect of the alpha male quid pro quo because, even though it feels extremely cold hearted, mean, or foolish to leave, it is an iron fact of evolution that the alpha male withdraws his attention if the beta is not doing anything to keep it. In fact, the alpha male MUST withdraw his attention because he must keep his thoughts and emotions focused on defeating challenges. Betas are amazed by an alpha male who can leave because, being dependent on the tribe, betas can never leave. Again, leaving requires emotional intelligence. If I have been hanging out with a woman all night and she has done a bunch of stuff for me throughout the night, and she stops to talk to her friend for 10 minutes, it would violate the alpha male quid pro quo for me to leave. I would look like a selfish, petulant child and worse, I would look controlling, as if I wanted to keep her from her friends. But if I have been talking to a woman for 5 minutes and she turns to talk to her friend for 10 minutes, I must leave or I look wanty.

Developing the emotional intelligence to enforce the alpha male quid pro quo will take some time, but fortunately evolution has provided you with some tools. First, humans have an innate sense of “fairness” so we can sense when one party is not upholding their end of the bargain. And as we stated earlier, men only owe women an entry into their awesome life if the woman does something meaningful to deserve it. Most men, however, do too much because they are “in love” or desperately want to get laid, but if you can control those desires you will very clearly be able to tell when she is acting unfairly. Second, as I stated earlier, fun is an objective state that she can sense so if her actions are cramping your fun, you leave. Our subconscious minds have a weird ability to calculate how much value she is providing, so even if you try to trick yourself into thinking that you are having fun,
if she is not providing value her subconscious mind will still know you are being beta. Sometimes when guys are lured into being text buddies with a woman, they lie to themselves and say “but I like texting all day.” No they fucking don’t. If they had their way, they would not text all day, but they do it because they want her to like them – that’s wantiness.

Modulating your attention under the alpha male quid pro quo gives you an incredible amount of power in the interaction because when you withdraw your attention, thoughts and emotions from somebody they have absolutely no power over you whatsoever unless they physically attack you. Furthermore, no woman can ever feel you are being creepy or overbearing ever again because you are literally paying her less attention than she is paying you. Even if she tries to pretend like you are creepy or want her, both your subconscious mind and her subconscious mind know what is really going on. Modulating your attention also gives you power because you are a drug dealer dispensing what she truly wants, which is 1) the ability to contribute to the alpha male and 2) the challenge of fighting for your attention. If a woman finds you attractive and/or interesting, she will WANT to do something.

Enforcing the alpha male quid pro quo with respect to attention requires you to act almost bipolar. When you approach a woman you must do so with extreme enthusiasm, extreme recklessness, and a complete lack of regard for any negative consequences, and when she has done something to deserve it, you must project positivity, warmth, genuine joy, and genuine interest (part of being alpha is not being afraid to smile and tell a woman you like her). But the moment she stops deserving your attention you must withdraw it as if she never existed. Executing this duality requires a masterful command of your emotions and the ability to be “smooth” so she doesn’t understand that your actions are calculated. It will feel extremely strange and counterintuitive at first. Your goal is to get her to think “this guy can make me feel better than anybody else, but I must act right.”

For example, if I am out at a bar, I approach a woman with warmth and enthusiasm, but the moment she turns to talk to somebody else and I sense she is acting rudely, I leave. I may come back and re-engage with her later, but for that moment, I get distracted by something else. This principle maintains throughout the entire length of the relationship: no matter how awesome a date is going, if she starts ignoring you or being shitty you must disappear. Lingering for even a single extra second shows wantiness. Even if she is my girlfriend, if she withdraws her attention I immediately go do something else to amuse myself.

There are two important exceptions to the alpha male quid pro quo: First, even if she is totally into you, you must occasionally withdraw your attention to a small degree anyway. This is called “push pull” and is necessary because you must show that, even though she has been doing a good job so far, you can and will leave if you are not having fun. Most guys do not ever effectively communicate that they will leave if she does not act right, causing the woman to see them as beta or worse, a creepy stalker. Withdrawing your attention randomly also keeps her guessing and ensures that the ledger is in your favor. Again, you must use your emotional intelligence to make sure she does not feel rejected.

Second, you should never give her anything, including attention, because of sex. Sex is not something she “gives” you, but rather something you enjoy together, so any payment in addition to your dick is overpayment and violates the alpha male quid pro quo. Women know, consciously and subconsciously, that they can control men by even just teasing them with sexuality, but the archetypal alpha does not want sex because he already has as much of it as he needs.
In addition to your attention, your other important resource is your thoughts and emotions. You must focus them on challenges and not let them become sullied with petty drama, negative emotions, boring shit, etc… But most importantly, you cannot devote your thoughts and emotions to HER. She wants to fixate her thoughts and emotions on you because your thoughts and emotions are fixated on challenge mode, if your thoughts and emotions were fixated on her, she is just fixating back on herself, wasting her time.

Men, especially the alpha male, have a natural desire to protect and provide for women, but you must only indulge this desire if and when she does something meaningful to deserve it because otherwise, she will not see you as the alpha male “providing” for her but rather a beta male seeking her validation. The same exact action will be processed differently by our emotions depending on where we see the other party in the dominance hierarchy.

When I say that men should not devote their thoughts and emotions to women, people say things like “that’s unhealthy” or “who hurt you?” But I am not saying that you should never feel emotion towards women at all. You can, and must, be compassionate, empathetic, joyful, and interested towards them when they deserve it. You should also be happy and appreciative when women do things for you. In my life I have had women who have done genuinely kind and helpful things for me, shit that has made me a better person, and the joy and appreciation I feel for those women is infinitely more beautiful, pure, and positive than the beta feelings I had for women that treated me like shit.

Another reason to deny women your thoughts and emotions is that they would rather be liked for something they did rather than for just being hot. In addition, nobody wants to be liked by other people’s emotions, we want to be liked by their rational brain because our rational mind is more intelligent and reliable than the unstable and irrational emotional brain. Every man here has been irrationally obsessed with a woman at some point and it is not a pleasant experience – even if you are still with her, you constantly feel inferiority, manic cycles of euphoria and depression, and anxiety that she will leave and find somebody else. When a woman, however, sees you as the alpha male and does things for you, you feel calm, happy, and confident she actually likes you. The pathetic, obsessive love portrayed in pop culture is NOT a good thing.

Enforcing the alpha male quid pro quo is difficult for beginners. Men get emotional, wanty, horny, lonely, desperate, and sometimes just overly altruistic. Society also teaches women that they should demand favors from men FIRST, so women literally demand things that will cause them to lose attraction to men. Men lose women’s shit tests because they do not realize how powerful women’s subconscious emotions are, and women’s biological need to shit test men.

I don’t want to paint too rosy of a picture here. Many women, especially modern ones, are damaged, greedy, hate men, or addicted to something. These problems prevent these women from doing things for men, which means that these women will never find or keep an alpha male. But that is their problem, not yours. You must still hold frame.

Shit tests

Women are so attracted to men defeating challenges that they will create challenges just to watch you overcome them (or more accurately, vicariously overcome them through you). When women challenge you, they want to lose because if they lose, that means they are in the presence of a powerful alpha, whereas if they win, they are alone in the jungle with a weak bitch. Women subconsciously want to build a scarecrow to watch you drive an eighteen-wheeler through it. The feeling you get when you watch John Wick or Rambo kill hundreds of enemies while dodging bullets...
is the feeling women get when they launch a bitchy comment at a man and he doesn’t even flinch. Any challenge by a woman is a shit test. A shit test can be spontaneous or premeditated, intentional or unintentional, serious or joking, sincere or disingenuous, conscious or subconscious, a real problem or irrational worrying. It can take the form of criticism, an insult, a mean joke, an honest question, an expression of anxiety or fear, a request for resources, a story from her life, a withdrawal of attention, talking to another guy, a challenge to your leadership, or basically anything. Women are biologically wired to shit test you and every other man around them in every imaginable way to subconsciously determine if they are the alpha male. Even looking “bitchy” is a shit test she projects to the entire world. The shit tests only lessen when she accepts you as an alpha male, but even then she will occasionally launch one to make sure you are still a bad motherfucker.

A woman’s favorite challenge to watch you overcome is HER and her challenges. Her challenges torment her with anxiety, but she can feel better about them by presenting those challenges to you and vicariously confronting those challenges through your emotions. Women naturally feel higher levels of anxiety, fear, scarcity, powerlessness, and inferiority than men, and those feelings cripple her from living the life she wants to live. But an alpha male does not have those emotions, so she can use his feelings to vicariously face her own problems. She does not want him to solve her problems, she just wants to feel better about them.

The two most important concepts to understand for responding to shit tests are 1) you must be having fun and 2) responding to shit tests is a service you are doing for her, so you should not respond if she has nothing to deserve it. For the love of Christ, the right response to a shit test is not always a witty comeback. If are having fun with a woman and she makes fun of your sweater in a funny way, you can respond with a witty comeback, but if she is being annoying, rude, or consciously and purposely shitty you should just ignore her and/or leave if necessary. Trying to entertain a woman who is treating you like shit is beta behavior. Sometimes in group social settings, really hot women immediately start the interaction by being an asshole. In those cases, I act like they don’t even exist and I cannot even hear them. After enough of this treatment, they magically and mysteriously start being nice.

Of course, you must use your emotional intelligence to determine whether a woman deserves a response to her shit tests. Sometimes when a woman says horrible things to you, she legitimately does not like you and is consciously trying to hurt you, but sometimes when a woman says horrible things she is projecting the most negative side of her personality to you in hopes that you can remain unfazed. If she throws the most evil, horrible part of her soul that torments her at you, and you brush it off like it is nothing, you are God to her. As I stated earlier, sometimes her conscious mind is so stacked against you it is not worth trying to melt it. You must use your emotional intelligence to determine if this is the case, most often by looking at the things she has done for you in the past and the other signals she is sending you.

For me personally, if a woman says something truly fucked up (for example, she insults my family), I know that’s a conscious decision she made, so I will not pretend to brush it off like a weak dork – I will say “get the fuck out of my house right now” and mean it. Now, I happen to think I can melt almost any crazy bitch, but why would I waste my time doing that when I have nice girls that enjoy licking my balls? Furthermore, some women are so damaged and evil that they will find a way to bring negativity into your life no matter how well you hold frame.

Every woman is different and every woman will shit test you differently, so your responses must be...
flexible and based on these foundational truths. Your response depends on the aspect of your alphaness she is challenging. If she directly attacks you and challenges your power, smile and laugh because not only can she not defeat you, her attack doesn’t even perturb you, like throwing a dart at a tank. If she is trying to drain your abundance and make you violate the alpha male quid pro quo, simply say no, but also smile and laugh so she does not feel rejected. If she challenges your leadership by taking the lead, don’t make a conscious attempt to follow her or not follow her; just do what you want to do – that way she will not feel like she has any power over you, negative or positive. And if she challenges your superiority by putting herself first, you just put yourself first and ignore what she is doing. Depending on the shit test and the situation, you can laugh, agree and amplify, act like what she said was a compliment, do a little dance, give her a dirty look, give her a funny look, leave, etc...

A great response to some shit tests is “agree and amplify” because it subconsciously says “not only does the challenge you posed not affect me, but I can defeat a challenge 100 times as powerful.” It also rejects the logical frame her question creates and creates a fun situation for her emotions. For example, if she says “you are losing your hair” the logical answer would be “no I am not,” but a fun, emotional answer would be “yes and my baldspot is so shiny it can be used to measure albedo.”

Another good response is to smile and say “you are funny,” and maybe do a little dance. Her: “why don’t you buy me a drink” Me: “you are funny.” Her: “I’m not fucking you tonight” me: “you are funny.” Her: “Do you think I’m hot”? Me: “you are funny; of course I think you are hot.” Even if I don’t use the words “you are funny” I want to convey the emotion that I am so unafraid of her challenge I am taking it as a joke. If she says “no I’m serious!” then I will explain why her shit test was absurd ONCE, and then move on. For example, if she is “serious” about not fucking me I will say “who said I was gonna fuck you? You need to butter me up before I’ll do that.”

It is your responsibility to determine which of her shit tests are legitimate complaints about real problems that need to be addressed. Because of your emotional power over her, you must be the rational “mind” of the duo. If you brush off a complaint about a real problem, she may buy into your frame, but that problem will continue to exist. If you are a drug addict and she calls you out on it, you can “hold frame” when you respond, but damnit you need to stop being a fucking drug addict. Speaking to her emotions and doing the right logical thing are two completely different things. No woman’s conscious mind ever completely shuts off, so if you are being a dumbass or a weak bitch, the moment you slip up and stop feeling like an alpha male, she will run for the exits. If she is freaking out about a real problem, the right response is to look her in the eye and say “it’s gonna be ok”; a witty comeback in that case would make you look callous or retarded.

Finally, if you are emotionally investing in damaged, crazy women because of the “challenge” you need to grow the fuck up. That shit is fun if you are 20, but at some point you need to build an actual life and crazy women are usually an obstacle to that. Crazy women are attractive to men for the same reason that alpha males are attractive to the woman – they are a portal to a fun, crazy world you can’t create on your own. But to the archetypal alpha, a crazy woman is not a fascinating, challenging creature – she is a source of bullshit and slightly more difficult shit tests. Sometimes crazy women are more interesting/challenging/funny/smarter than regular women, but you can only accept those women if they contribute positively to your life. Remember, the archetypal alpha does not need anything from the betas.
Does the alpha male apologize? Well, the archetypal alpha male never apologizes because he never does anything wrong. You may not understand his actions, so he will explain it to you if you deserve it, but if you don’t accept his explanation and keep complaining he just ignores you. But real men sometimes do make mistakes sometimes and my policy is to apologize when I do something I believe is wrong that actually hurts her. In fact, I give her more of an apology than she expects or deserves (agree and amplify) and I try to do it before she asks for it. I think apologizing shows class, maturity, and strength, and on a primal level, apologizing shows that you created a challenge for yourself by doing something wrong and you’ve defeated that challenge by apologizing. As much as I would love to act like the archetypal alpha at every moment, if I deny the real consequences of my actions I look weak, timid, and mentally retarded. I have never had a woman lose attraction because I apologized to her. Of course, some women will use your mistakes as a way of gaining power over you by requiring multiple humiliating apologies so my procedure is 1) apologize ONCE for the mistake, 2) if she brings it up again, tell her I apologized already, and 3) walk away if she keeps complaining. And if I did not do anything wrong, I will say “I did not do anything wrong” ONCE and walk away if she keeps complaining.

**Approaching and escalating**

You can, and must, make one tiny exception to the alpha male quid pro quo for approaching women. Strictly speaking, a woman for the first time you are approaching has not done anything for you yet, so you are not supposed to do anything for her or pay her any attention. But if you can approach women without looking like a wanter, you can get away with a tiny violation of the alpha male quid pro quo.

Women usually do not approach or escalate because 1) women take longer to emotionally invest in men than vice versa, 2) women are deathly afraid of rejection, and 3) women want men to take the lead. When a woman sees an attractive, well-dressed man she is usually at most “interested,” but not quite emotionally invested yet, so she has no strong urge to approach.

Therefore, your goal in an approach or escalation is to open the door for her to feel accepted so she can feel comfortable entertaining you. That is ALL an approach should be – if you are trying to entertain her or validate yourself to her on first approach she already sees you as beta. An approach is a gift you give her – the opportunity to audition for a role in your tribe. It is a delicate balancing act – your approach must be “intense” enough for her to feel like you are actually accepting her, but not so intense that you look like a wanter. Approaching by itself is not creepy – it is the feeling that you WANT something that is creepy, so after you open the door, you must simultaneously give her a chance to prove herself to you while feeling like you might walk away at any moment. The feeling you should communicate is “I am having a fucking blast and yes, I guess you can join too if you want.” Your approach should also not include any timidity or anxiety whatsoever because those are indicia of wantiness. When I approach a woman I normally introduce myself and start with a broad question like “how was your day?” or “what have you been up to tonight?” If what she says entertains me, even if it is mean or challenging, then I will reciprocate by showing interest and continuing the conversation. If her response is boring, I move on.

Escalation basically comprises three steps:

First, you never show any emotion towards her until she does something to deserve it. Again, you can make a small exception at first approach: I sometimes act like her just being there or being pretty is
enough of a “contribution” for me to pay her a little attention and approach. But until she has earned
your enthusiasm, you must practice subconscious transcendence. I sometimes talk in a rational,
matter-of-fact way, like you are just doing your duty by introducing yourself or welcoming them to
my party like Brad Pitt. Some guys talk to her like a teacher politely admonishing a student or a
socialite being polite to somebody they secretly hate. You need to practice and figure out what
emotional demeanor works best for you.

Second, if she does something of value, you can show emotion towards that thing, but not towards
her just because she is hot. For example, if she says something funny, you can laugh, or if she does
something impressive, you can be genuinely impressed. But you should emotionally invest in HER as
an abstract entity. Nor you should you pretend to be impressed or amused to get her to like you. That
is validation-seeking behavior. The more she does for you, and the more she emotionally invests, the
more you can accept her.

Third, the more she does for you and the more she emotionally invests in you, the more you can
accept her, but you must still fundamentally fixate your thoughts and emotions on challenge mode.
What constitutes “acceptance” changes as the situation and her emotional investment in you
increases. For example, if you have been talking to her for a while but have not started touching her,
she may feel “rejected” because you are not showing her sexual interest. If you have been making out
all night and you don’t invite her back to your house, she may feel rejected. Etc… You must have
emotional intelligence to know when to press the gas.

At the same time, you must stay less emotionally invested than her and only “escalate” when she is
ready for it. Although women want men to lead, they will not follow until they are emotionally
invested enough. You should only ask her questions she will say “yes” to because “no” is an
emotional reaction that causes people to recoil and become defensive. For example, if I am out on a
date with a girl I will sometimes pull her hair to get her into a sexual vibe, but the hair pulling does
not start until she is absolutely ready for it.

You must use your emotional intelligence to determine how emotionally invested she is because
women never yell out “I am emotionally invested enough to come home with you now.” And frankly,
sometimes you will just read her wrong, which is fine. Emotional investment exists in levels: She
must be slightly emotionally invested to follow you around a bar, but needs a slightly higher level of
emotional investment to follow you to different venue, a still higher level to fuck you, and an even
higher level to commit to you for a long term relationship. Using the alpha male quid pro quo, you
can guess how emotionally invested she is by how much she has done for you: a woman who appears
disinterested and distracted but has been following you around and doing whatever you suggest is
more emotionally invested than a woman who acts super interested in you but has not yet done
anything for you. Because actions trump words, even if a woman says something seductive or
provocative, if she has not emotionally invested in you, don’t fall for the bait. Just laugh and say “you
are funny.” Women try to draw you “off sides” all the time by saying something sexual and making
you look like a wanter.

Some manosphere guys encourage dudes to “be persistent” even after getting rejected. I generally
disagree, because it obviously violates the alpha male quid pro quo and because I personally don’t
want to waste my time on a woman who has already said no, especially when there are so many other
good options.
But there is some truth in almost all advice. You can be “persistent” in the following way: the archetypal alpha never gets rejected – the tribe belongs to him, nor does he ever reject anybody, because nobody can hurt him bad enough to merit getting attacked. The archetypal alpha will, however, ignore people who don’t give him what he wants, so the alpha male might approach a woman, and if she is lame, he will move on. But the woman never “rejected” him and he never “rejected” her, so he might come back to her later if he feels like talking to her, and by the second or third time she may have seen enough of him to think he actually feels like an alpha male. I have had many approaches and even relationships start with 3 or 4 shitty interactions, and then get good. In fact, if I feel like an interaction is going downhill, I bail first so I can keep the option of coming back later. But I am always in control, I don’t wait for a woman to reject me and then keep talking like an idiot.

**How to be nice**

The great paradox of women is that they say they want a guy who is “nice,” but then they appear to turn around and emotionally invest in assholes. What the fuck is going on? The answer is that women DO want a nice guy, but only if he is attractive, acts like an alpha male, and excites her emotions. The archetypal alpha is “nice,” but not like a typical M’Lady “nice guy” who does shit for women hoping to get their validation. Instead, the alpha male’s “niceness” is equivalent to charisma: he makes people feel good who are around him. Charisma is essentially positivity, graciousness, fairness, and apathy. The archetypal alpha is “positive” in the sense that nothing can ever make him angry, sad, or mean. He is “gracious” in that he wants nothing so everything he gives is out of the goodness of his heart. He is “fair” in that he rewards people who do things for him, but ONLY people who things for him. He is “apathetic” in that he only projects emotions towards women when women do something to ask for them.

The archetypal alpha has an almost superhuman ability to be "nice" because he has no insecurity, so he is always positive. He is not afraid of anybody attacking him or taking his position in the dominance hierarchy, so he has no reason to be mean to anybody or withhold rewards from people who do things for him. If anybody tries to screw him over, the archetypal alpha does not need to get angry or negative because the archetypal alpha cannot be hurt; he simply ignores the offender. On a more practical level, if you strictly enforce the alpha male quid pro quo, nobody can ever screw you over because you are always taking more than you are giving and the primary thing you give (acceptance in the tribe) costs you nothing.

The alpha male is also apathetic. Niceness and apathy are linked because 1) women want you to ignore them when they fuck up, not punish them and 2) women do not want your attention and/or emotions until they do something to deserve it. Because the archetypal alpha is perfect, the betas are constantly letting him down, and being apathetic is the nicest thing he can do because 1) if the alpha rewards the betas for bad behavior he violates the alpha male quid pro quo and looks like a weak bitch and 2) if he punishes the betas the betas feel rejected. The alpha also does not "comfort" people who failed because 1) he must focus on defeating challenges 2) it serves no evolutionary purpose for the alpha to comfort losers. The alpha male does, however, comfort people who have been contributing.

When a woman fails or feels like she failed, you should react with positivity and apathy. If a woman tells you she is a stripper or prostitute or did some other thing she is ashamed of, just say "so what" and move on like it was nothing. Dwelling on things that make her anxious, either in a positive or
negative way, never makes her feel good. If you run into a woman who ghosted you, you should smile, say hi, and act like nothing bad happened. Of course, you should not do anything for the ghoster because she has violated the alpha male quid pro quo, but you should make clear that you are emotionally unaffected by her actions, either positively or negatively.

Apathy is also "nice" because women, like all people, are selfish, and only want the relationship to be "on" when they want it to be on. Of course, your goal in gaming women is to make them want it to be on all the time, but until you achieve that goal, you should not project any emotions or want towards her. Men are constantly burdening women with anxiety, weird emotional bullshit, jealousy, possessiveness, pressure, judgmentalness, etc..., so if you can just not give a shit about her you are a huge breath of fresh air to her. Once you show that you are apathetic, women can more deeply emotionally invest in you because they don't have to worry about some negative reaction from you if they fuck up.

On the flipside, when a woman does do things for you, you can be gracious. I use the word "graciousness" instead of "niceness" because 1) the alpha's contributions are so awesome that nobody really deserves them, so everything he gives is out of the goodness of his heart, 2) the alpha male has everything, and therefore wants nothing, so he does not give in hopes that he will receive something back, and 3) after the beta contributes to the alpha, the alpha can take the money and run, so the alpha paying back the beta is graciousness. Even talking to the alpha is a gift because he could walk away in an instant and feel nothing. Imagine if Brad Pitt walked into a party with tons of beautiful women that wanted to fuck him, but he saw an ugly, fat woman in the corner alone and talked to her so she wouldn’t feel left out. That’s graciousness.

Graciousness is extremely attractive to women because she has already done something for you, so your giving shows you are grateful, which makes her feel valuable and accepted in the tribe. On an evolutionary level, acceptance based her actions feels more solid than acceptance based on just being hot because there are lots of hot women in the tribe. Furthermore, a man who gives out of graciousness rather than wantiness is more rational, credible and consistent, because his giving is not based on his feelings. “Wanty” guys are unattractive because the woman can tell the guy is giving stuff because he is in the grip of some insane, uncontrollable emotion, and when that emotion disappears his giving will disappear. Some of the wantiest, most beta guys become huge douchebags after they get women because those powerful feelings that were pushing them to do “nice” things for her are gone.

Finally, women are attracted to gracious men because graciousness is a feeling she literally cannot produce on her own. The beta is wired to give only out of fear and in order to receive something in return, acceptance in the tribe. To a beta, a man who can give something and not want anything in return is the height of power. When I am out, I make sure to liberally tip, thank, and compliment all the waiters, bartenders, valet people, etc… we run into. By demonstrating graciousness you demonstrate (or act as if) you are in the position of power. I have had women stare at men blankly while I did nice things for people, and then suddenly become attracted.

True graciousness is rare. Most guys like to think they are being gracious, especially “nice guys” who do undeserved favors for women, but these fake Mother Theresas fail to realize that they subconsciously want something in return. But women know – evolution installed in them a very keen ability to figure out if a man is giving from graciousness or wantiness.
One of the strangest elements of the alpha male quid pro quo is women’s innate sense of fairness. If you withdraw attention from a shitty, undeserving woman she may yell, cry, call you an asshole, etc…, but her subconscious emotions will KNOW you are being fair and if you keep your resolve and hold frame, her subconscious emotions will eventually win and force her to accept you as the alpha male. On the flipside, if you withhold your attention after she has done things for you, she will legitimately feel hurt and rejected. Women only remain emotionally invested in a relatively narrow band of behavior: if you do too much for them, they lose attraction because you look beta; if you do too little, they feel rejected. As the woman emotionally invests in you more deeply, that band of behavior widens, and she is less likely to feel rejected because you have already made her feel accepted.

Most men are reluctant to implement these rules because they feel like they are being harsh or violating the normal rules that govern interactions between human beings. But once you understand that this sense of fairness is wired into women’s genes, you can feel comfortable enforcing boundaries and withdrawing your attention. It sounds bizarre, but there are times when women literally want you to ignore them as if they don’t exist.

If you master positivity, apathy, fairness, and graciousness, at least theoretically there is no reason to ever lose a plate because you are a pure source of good emotion for her, and never any bad emotions. Of course, in the real world sometimes women are consciously looking for a particular commitment, and will leave if you cannot provide that commitment, but on a purely emotional level they will remain attracted.

**Magic feelings**

Many men fail to hold frame because of an emotion or group of emotions I call the “magic connection.” You can think of the magic connection as love, “chemistry,” a neurochemical cocktail, a spiritual bond, or whatever you want, but it is essentially a deep, unexplainable connection you feel to another person. There is a similar feeling and idea I call “magic femininity” which makes men feel like just because a human being has a vagina they must be worshipped, supplicated to, treated better than other people, etc… Men often feel like it is “wrong” to draw boundaries when dealing with women because of magic femininity or the magical connection.

I have no problem with either the magic connection or magic femininity. All feelings have their place, and only a broken loser rejects good feelings because he is afraid he will get hurt. And further, if I like a woman, I want her to feel special. I like romantic shit like fancy dinners, love poems, and sex by candlelight. But these magical feelings are weak compared to our other, more important emotions, so you must hold frame first. She must accept you as the alpha male and emotionally invests in you, AND ONLY THEN you can make her feel special, be romantic, etc…

To the extent the magic connection and magic femininity actually even exist, they piggyback on stronger emotions. Isn't it weird how you only feel a “magical connection” to women that are super hot and feel out of your league? If the magic connection is so pure and beautiful, why do you never feel a magic connection to boring, mediocre-looking women? How come you never feel an overwhelming urge to hold the door open for a fat bitch wearing a NASCAR t-shirt? Humans are apes, and our emotions are designed to ensure we survive in the jungle, not to write Shakespearean sonnets. And just like you only feel the magic connection for beautiful blondes, a woman can only feel a “magic connection” to a man she feels is the alpha male. If you stop feeling alpha to her the magical connection will linger for a while but eventually her biological imperative will make some
other guy feel “magical” to her.

The magic feelings feel incredible so they ruin men's lives. Being alpha is more important than the magic feelings, even if it requires doing un-magical things like withdrawing attention and drawing boundaries. Women live in the same world we do, and while they want to be loved, spoiled, and made to feel special, their feelings drive them to the alpha male first.

**Subconscious transcendence**

To subconsciously communicate that you are the alpha male, while simultaneously appealing to her conscious mind you must use what I call “subconscious transcendence.” She must feel like your thoughts and emotions are in challenge mode and therefore “somewhere else,” but simultaneously you must be super friendly, confident, enthusiastic, engaged, and interested in what’s going on with her life. You should look her dead in her eyes, listen intently to whatever she is saying, and care.

Until a woman does something for you to merit your attention, you should not be thinking about her, worrying about whether she likes you, trying to “figure her out,” trying to impress her, etc… She should feel like you just finished fucking the girl of your dreams, and you are only talking to her to be gracious. She should feel like you are literally on your way to something more fun, and are only stopping to chat with her to be friendly and not rude. She should feel like you have absolutely 0 emotions invested in the interaction, and the only thing that will cause you to stay is if she does something entertaining. She should feel like every fiber in your body, heart, and soul is begging you to walk away because you have better women, better challenges, and better, higher realities to attend to that she can never access.

Imagine if Brad Pitt or another big celebrity had a party at a mansion and he personally greeted every guest at the door, no matter who they were, and spoke to them for like 5 minutes as they entered the party. No matter how friendly, enthusiastic, or engaged Brad Pitt acts, all of his guests will subconsciously or consciously realize he doesn’t really give a shit about them: they know he has much more important people (and hotter girls) he could be talking to, he doesn’t want or need anything from them, but nevertheless he is friendly to everybody who comes to the party so he is gracious. Meanwhile, women will be falling over themselves trying to make a great impression in that 5 minutes so that Brad Pitt remembers them and maybe talks to them later. “Brad Pitt welcoming visitors to his party” should be your mindset whenever dealing with women.

In one sense, subconscious transcendence requires you to be “fake” because you are being friendly to somebody who you don’t really care about – yet. Women will realize you are being “fake” but nevertheless appreciate it because your fakeness is for her benefit. Women themselves constantly practice subconscious transcendence because they are being fake nice to people they are not emotionally invested in. Indeed, women WANT you to be fake because they prefer a guy whose thoughts and emotions is focused on something else rather than them. We usually hate fake people because they misrepresent their true feelings to get something from us, but the alpha male misrepresents his feelings to give something to us. Nobody is mad at Brad Pitt for being “fake” when he greets them at his party; they are just glad to talk to him for 5 minutes. For most people, one of their favorite memories is talking to a celebrity for like 10 minutes even though they know the celebrity probably doesn’t even remember.

Although subconscious transcendence requires you to be “fake” in one sense, it also allows you to be radically authentic in another sense because you can fully express your personality. Most men emotionally overinvest when they meet a woman, which causes them to act creepy. These men know
on some level that if they express their authentic emotions, the woman will be creeped out, so they present a “toned down,” weird, timid version of themselves. Nevertheless, the woman senses that something is “off” about the guy, and she gets creeped out anyway.

If you practice subconscious transcendence, however, you can approach, engage, escalate, and build attraction with women, while simultaneously not appearing too emotionally invested, aggressive, or creepy. One of the few PUA concepts I like is “congruence,” which is when your thoughts, emotions, actions, and words perfectly align. If you act timid, anxious, low energy, weird, or awkward, the woman will sense that there is something in your thoughts and emotions you are afraid to express, and she will become suspicious of your motives or feel like she has power over you. The alpha is never afraid of anything, including expressing his own feelings. Women also cannot emotionally invest in men that are “hiding” their true thoughts and emotions, because the woman can’t vicariously experience them. But if she senses that you are fully and openly expressing yourself, she will feel comfortable emotionally investing in you. But you can only be “congruent” if your thoughts and emotions are positive and on challenge mode and not her, because otherwise your “congruence” would be you telling her “yeah I am a sad, lonely guy with a terrible life, and you are my only chance at happiness, so I am going to fixate on you and follow you until you fuck me or call the cops.”

**Joking and teasing**

Holding frame is strange because you are creating an emotional experience that does not perfectly match reality. You are not the archetypal alpha male, but you are making her feel as if you are. Joking and teasing is a great tool because it enables you to say things that touch her emotions without making her conscious mind think you are an arrogant douchebag or mentally ill. For example, I tell women I have a magical ability to find good parking spots, I can talk to animals, etc… Similarly, when I tease her, the underlying “joke” is that I am the archetypal alpha, perfect in every way, and although she falls short of my perfection, I accept her anyway. A woman made fun of me for using a semicolon incorrectly in a text message, so I responded that I actually used it correctly because I have the power to change the rules of the English language. Then I told her that if she was a good girl, I would teach her the new rules. Somebody who talked that way in real life would be a massive douchebag, especially considering that she was correct in that case.

Because women deal with guys that are actually arrogant, douchey, delusional and mean all the time, you must make clear that you are joking. Women are very sensitive to rejection, so they carefully analyze every word you say to determine if the joke conveys your real feelings about her. Women are also apt to take your words literally because “there is truth in every joke.” I am very careful with my words because I do not want her conscious mind to interpret my joke as an actual attack or criticism of her. I don’t make fun of women for their important flaws but for small, trivial mistakes they make that we can both laugh at. For example, I will never make fun of a woman for her weight or appearance, but if she uses a word wrong or spends a long time trying pushing a door that you are supposed to pull, then you best believe I will make fun of her all night, so long as she is laughing along. The key is to make the interaction challenging, but not too challenging such that she feels attacked or helpless. Use your emotional intelligence.

**Abundance**

You act based on how you feel, and to act like an archetypal alpha, you must feel like you own everything on heaven and earth, you know everything, you are friends with and control all the best and important people, you are the best looking and best-dressed guy on earth, you already have every
woman you want, you can get any woman you want, and you have everything a woman will ever want or need, and most importantly, you have the power to reach into your chest, grab her heart, and make it fall in love with you.

Abundance is the opposite of wantiness. If you have everything, you will naturally want nothing. Think of abundance like air conditioning. We all enjoy air conditioning, but we do not actively “want” it because it is always just there. That’s how you should feel about women – you like them but you already have them so there is no “want.”

But abundance is not just "having" things. It also means your life is so awesome that every single one of your thoughts and emotions is focused on the funnest possible thing. If a man has complete abundance, the hottest woman on earth can pass before his eyes and he will not even look twice unless and until she does something to deserve his attention. The archetypal alpha is always doing the most fun thing he can possibly be doing, which is why his attention makes people feel so special: if his life is so awesome and he is paying attention to YOU, that means you must be doing something awesome.

Abundance mentality is incredibly difficult to cultivate because no man actually has complete abundance. Every man is prone to scarcity because, no matter what we have or who we are, there is something we don’t have, and we subconsciously fear that women might want that thing we do not have.

The primary barriers to abundance are 1) uncontrolled desires, 2) pedestalization of women, 3) a shitty life, and 4) insecurity.

As discussed earlier, men’s insanely high sex drive makes women an addictive and dangerous drug. Our sex drive also destroys abundance because when I see a hot girl in McDonald’s I want to just walk up and fuck her, but I can’t, so now I have scarcity. Or if I am used to fucking mediocre girls, and I suddenly see a hot girl, now I have scarcity because I do not normally get hot girls. I have seen celebrities and millionaires, even ones that get lots of pussy, act like some of the creepiest, wantiest people I have ever seen because IN THAT MOMENT they have scarcity. As I discussed in the “hacking” section of this article, you must control your desires and disconnect your “self” from your desires.

Pedestalization also ruins abundance by causing us to subconsciously view the woman as the “alpha” in the relationship and ourselves as the “beta.” Socially constructed fictional characters like the “soulmate” and the “dream girl” have the same characteristics as the alpha - there is only one and no other girl will make you happy like her, you must bring her sacrifices FIRST, and she will be a portal to a better, happier life. Oneitis is basically perceiving her as the alpha. But women do not think of themselves as alpha, nor do they want to be alpha, and they sure as hell do not want you to act beta.

Pedestalization fails because on a primal, evolutionary level, they feel like their value comes from doing things for the alpha male, not from being hot or having any other characteristic. Look at the world from her evolutionary emotions: because she is seeking the single, archetypal alpha, she feels like she is competing with all the other women in the world for status in his hierarchy. The hot girl in the gym is not comparing herself to the other girls in the gym, but to Angelina Jolie and Kate Upton. Being hot does not give her a special status because there are tons of hot women in the tribe, and even if she was the hottest, on a subconscious level she knows that hot women are only a small part of a balanced diet for the archetypal alpha, so her hotness does not make her special or buy her much
status. Being smart, interesting, funny, etc., also does not make her special because the archetypal alpha has more of those things than her and, per the alpha male quid pro quo, the archetypal alpha will only reward her if she uses her intelligence, personality, etc... to do something for him. The only way she can become special is to do things for the alpha.

Society, especially modern society, drives beautiful women crazy by creating a massive emotional dissonance. On a primal, evolutionary level they feel as if being hot does not really make them special to the alpha. But on a conscious level, society constantly tries to sell them the idea that they are special because they are hot and are therefore more likely to find a man, have fun, make money, etc... Everybody likes to feel special, so many beautiful women believe this lie, and to repress this primal insecurity they build a “hot” persona that is confident, assertive, and often bitchy (bitchiness is a sign of insecurity). But this persona crumbles in the face of a man who feels alpha to them, and their insecurity activates because they now feel like, even though they are hot, that means nothing to the alpha and they could get rejected at any time.

Not seeing women as “alpha” is a huge shift for most guys. Instead of chasing the “perfect” woman, they should go for the best woman who will do things for them. I don't care if she is the hottest, smartest, coolest, funniest, most amazing woman in the world - if she is not contributing your life you must cut her loose and downgrade to a less amazing woman who will contribute to your life. Having abundance means being ok with not having your dream girl because the only person that can fulfill you is yourself.

Having a shitty life also destroys your abundance. If your thoughts and emotions are not fixated on defeating challenges, you will feel inferior and beta, and your brain will build pleasure pathways to anything it thinks might make it feel good, including video games, drugs, porn, and worst of all, hot women. And if you have no other sources of pleasure, and no other women, and some hot woman pays you any attention or pretends to like you, your brain will quickly and subconsciously emotionally invest in her.

The solution to a shitty life is obviously to build yourself an awesome life and put yourself in challenge mode as much as you can. But no matter how awesome your life is, you will never feel complete abundance, so you will need to “trick” your mind. You don't need to fuck 100 women (although that helps), but your subconscious does need to feel like it has options. To trick my subconscious mind into thinking I have abundance, I schedule more stuff for myself than I have time to do. For example, when I go out, I put 10 bars on my schedule so I don’t feel nervous to approach anybody because even if I get rejected and everybody at that bar thinks I am a complete creep, I effectively have unlimited chances that night. If I get invited to a party or something, I always give myself the option of leaving so I do not feel “stuck” paying attention to a woman who does not deserve it there. I normally only go out 3 nights in a week, so if more than 3 quality women who want to hang out with me every week, I can act with abundance around other women because if they do not meet a high standard I literally cannot hang out with them.

Insecurity also destroys abundance because it causes your mind to subconsciously emotionally overinvest in women because it thinks it has no other options. Women are a need (a relatively unimportant one, but a need), so if our subconscious thinks it is not getting any it goes DEFCON 1 and allocates all thoughts and emotions on fixing that problem, the same as it would if we were starving or freezing in the cold. Again, the solution is to trick your subconscious into thinking you have abundance, even if you do not.
As I discussed earlier, insecurity is the fear of getting rejected from the tribe. Most men feel like they are "entitled" to a certain level of woman, but woman beyond that level are "out of their league." This type of thinking is dangerous because, although it may be true that a particular woman or even class of women may think they are too good for you, it is impossible for you to truly know who exists in that class. But no matter who she is, you must hold frame the same way. Many men think that because a woman is hot or rich or whatever, she deserves “more.” No! Per the alpha male quid pro quo, the only thing that entitles her to “more” is doing things for you.

The only difference between hot women and ugly women is that you might have to work a little harder to hold frame around hot women. You can screw up around ugly women more – if you act a little needy or make them feel rejected, they may still run back to you because they feel like they have no other options. But hot women know they have options, and they are used to melting guys’ frame, and if you are like most guys, you are used to melting in hot women’s frame. But overall, the rules are the same.

If your insecurity is causing you to act differently around hot women you must believe from the bottom of your heart, and with all your conscious and subconscious emotions, that you are better than every other guy she can get. As discussed above, being attractive does not make her feel special on a primal level because the archetypal alpha has infinite hot chicks.

Every man is insecure because none of us are the archetypal alpha. Some guys are closer than others, but we are all very far away from that ideal. There are many ways to become closer to the archetypal alpha, so if one avenue is closed off for you (for example, you are short), there are many other ways to make up for it. Some women will just never want a short guy, but the more you improve yourself in other ways the more women you become attractive to. It is ok to worry about your weaknesses, but you must leave that insecurity at home when you hang around women. You should constantly be working on your issues and improving yourself, but when you are around women you must feel and act like you are the shit, even if you have glaring weaknesses.

I keep my insecurity at bay by remaining in challenge mode. I am not a billionaire or a celebrity, but I honestly feel like I am a better catch than a billionaire or a celebrity because I am constantly improving whereas they could go stagnant at any time. Furthermore, by being in challenge mode I am having fun, which is the most valuable resource of all, and I can allow her to join that thrilling adventure, so if she can't live without cocaine or vacation houses in Miami, that is her loss.

Abundance mentality is a fragile thing and can quickly disappear after you get rejected or disrespected by a woman. You must always be ready to “rehack” your mind to feel like the archetypal alpha again. When I was younger and I suffered a particularly hurtful rejection, I would go to the bathroom and figure out what I might have done wrong to turn my hurtful emotions into a rational plan of action. Once I rationally figured the mistake I made, if anything, I would wash my face, meditate for a few minutes, and then go back in there.

Hacking your mind creates a strange paradox. The archetypal alpha never worries about holding frame because he is perfectly alpha and therefore will naturally act perfectly alpha without even thinking about it. In fact, the archetypal alpha does not even care if women think he is beta. But, as we discussed, you are not the archetypal alpha, and you need to worry about holding frame or slipping back into beta mode. To resolve this paradox, you must simultaneously 1) focus on having fun and 2) enforcing the alpha male quid pro quo. If you are faced with an uncertain situation or your emotional intelligence is not developed enough to read a situation, just press the gas without
worrying and with the knowledge and feeling in the back of your mind that you are the alpha male and you are doing what the alpha would naturally do. If you fuck up, you will learn something for next time. But being bold is generally a better idea than chickening out. Your beta mind will use any weapon it can to get you to act beta, including your fear of looking beta.

Another aspect of abundance is that the archetypal alpha “owns” all of the women in the tribe, so he feels no fear in approaching them, talking to them, or even saying stupid shit in front of them. Approaching a new woman is like a CEO introducing himself to an employee of his company he has never met. She is already “accepted,” but because the CEO knows nothing about her she has no built up capital with him, so if she immediately acts badly on first impression he can immediately reject her.

If you feel like you “own” her, you would not feel any insecurity if she talks to another guy because you know she will come back. Of course, in reality, you don’t own anybody and sometimes women talk to other guys because they like them more. In that case, let her go – remember, as a man with abundance you can go and find 300 girls like her.

Leadership

The archetypal alpha leads the tribe in every way possible by 1) doing whatever he wants rather than following others and 2) giving instructions to the betas. Holding frame, therefore, is “mastering the current reality, creating a new reality and insisting that your rules of reality are correct.” Humans evolved to feel like all “rules,” even natural laws, unwritten customs, and government laws, are instructions from some alpha male, so by “taking the lead” you are acting as if no external rule constrains your conduct.

This is all subconscious. Nobody consciously thinks “I want to blindly follow and obey another human being,” especially in today’s individualistic, anti-authority world. Women particularly do not like having their freedom constrained, especially because many of the men they interact with quickly become possessive and controlling (indicia of scarcity). People just happen to follow leaders because it is fun and easy and removes the burden of taking responsibility or facing challenges yourself. I never offer up advice or tell people how to live their lives unless they practically begging for it because 1) I don’t offer my help until people deserve it and 2) nobody wants to be told what to do.

The alpha male does not lead by threatening, asking, or imposing his reality without others’ consent. Instead, he demonstrates his reality is superior by simply having more fun and by sticking to it when it clashes with other realities. For example, if a woman says “I want a man who is a radical feminist/Trump voter/Christian/wiccan/etc… like myself” she is subconsciously communicating “I want a man who accepts my reality as the correct one.” Your response to this shit test is to smile and say “I’m not a radical feminist/Trump voter/Christian/wiccan/etc., but I don’t care that you are,” essentially communicating “I am not joining your reality, nor am I afraid of it. Come see how fun my reality is and you will want to join.” The wrong answer would be to show anxiety, frustration, or anger at her being a radical feminist/Trump voter/Christian/wiccan/etc… because that would communicate that you are threatened by her other reality and the alpha male who created it.

Leadership requires boundaries. Most men have no idea where to draw boundaries because, for most of their life, their “rules” came from others. My concept of boundaries is simple: I am willing to bend on anything so long as my ability and focus on defeating challenges is not compromised. If you can
offer me a genuinely better take on morality, preferences, goals, or actions, I may accept it, but if you want me to put my own fun and challenges on hold for purely your benefit, the answer is always no. My idea of boundaries is a lot more rigid than it sounds: most people test your boundaries for their own benefit, not to help you defeat challenges.

Even if you do agree with her on things, or she makes a good point that you should consider, you should still play the contrarian because 1) it is challenging and fun, and 2) you show that you are not going to roll over and accept her reality. Even if we are both atheists, I will defend religion just to make the conversation interesting. Like all challenges, you must use your emotional intelligence to keep the challenge fun and not trip any wires in her conscious mind – if you try to convince a feminist that rape should be legal that probably will not go well. Women love to argue and subtly shit test you by acting shocked, offended, emotional, etc… Your response should be to hold firm and say something “I guess we’ll have to agree to disagree” if she keeps pushing her position on you.

Anybody you interact with naturally insist on their reality at first, because that is all they know. But most people are unhappy with their reality, and are seeking a better one, so if you appear that you have a different, higher reality, they will quickly accept it, even the parts they don’t understand or necessarily agree with. Think about religion: most people don’t agree with or understand every single aspect of their religion, but they nevertheless accept it because it makes them feel better than any of the alternative realities. Similarly, groupies that try to fuck celebrities may not think every single about those celebrities is awesome, but they generally are more excited about the groupie life than their normal, boring lives. But even if she generally likes your reality, but wants to “fix” a few things, you should not let her, because if you do, you are admitting that your role as the alpha male is compromised. Even if she makes a legitimately good suggestion, you must never accede to her demands – say “I’ll think about it” and then later make the change as if it were your own decision.

Yes, I know that sounds childish and manipulative but we are talking about deep, primal emotions. Acting like no external rule constrains your conduct is tricky because there are obviously some rules you must follow. For example, you must obey the police and the law of gravity. But if can violate manmade rules to create a positive result for yourself and the woman, she will be attracted. For example, it is an unwritten but generally accepted societal rule that “it is creepy to approach random women at a bar.” This rule came about probably because many women experienced creepy approaches. But if you approach a random woman confidently, she will appreciate the fact that you replaced the current law with your own version of reality which was ultimately more beneficial for both you and her.

Creating your own reality means that you can wipe away all existing rules, opinions, customs, boundaries, and threats. No social situation or social pressure should intimidate you because the alpha male creates the social rules, not anybody else. I used to fear going into new environments because I would think things like “the girls at the fancy club liked me, but the girls at this hipster/Latin/hip hop/etc… bar won’t like me because I don’t follow the ‘rules’ for this place.” But I realized that those rules are and arbitrary and manmade, and people’s allegiance to those rules often melt in the face of the emotions created by the alpha male and I could look MORE attractive by violating them, so long as I looked superior while doing so. I will go to a hipster bar dressed in a suit and tie, or I will go to a fancy cocktail party dressed like a hipster, etc…

I note, however, that the archetypal alpha is the master of the current reality, which means you must be superior to the people in that reality, not just different. If you go to a fancy cocktail party dressed
like a scrub, nobody will be impressed.

You must lead across every single category of the interaction. You must decide where you are going next, what the activity is about, what the conversation is about, what the emotional tone is, etc… It does not matter if it is an inconsequential decision, like where to have lunch, or if you do not care or know what to do. Just pick something and change course later if you made a mistake or she doesn’t like it. You should always have plans and backup plans. I often verbalize my plans to women at the appropriate time: at the beginning of dates I let her know the plan for the date, later I let her know the plans for my life, etc… If something goes wrong, as the leader it is your responsibility to fix it or make a new plan, all the while remaining calm and unperturbed. As always, emotions are more important than reality, so if you get lost it will be more soothing for a woman if you calmly say “I have no idea where we are going, but we’ll find it” than if you say “I definitely know where we are going,” in a nervous or anxious way.

Setting the emotional tone is also extremely important. If you meet up with her and she is in a sour mood, you must reject her mood and be your happy, challenge mode self. She will either join or not, and if she does not buy into your emotional tone then you leave because you are not having fun. One of the biggest mistakes men make is allowing women to set the emotional tone of the interaction, which is why so many men act feminine around women. We get used to “mirroring” people we like so they like us back, but women do not want men to “mirror” them. Similarly, if she is in a negative mood, or anxious, or low-energy, you can’t become like her – you must take the lead. Even if she is in a super positive mood, you still have to keep your emotional state – she can’t feel like she is controlling you or changing your emotions.

Despite women’s desire for a leader, you should still take women on adventures they enjoy. Ideally, you find a plan that exists at the intersection of what you enjoy and what she enjoys. But sometimes women are afraid to confront men and tell them they do not like the adventure, so you must use your emotional intelligence to “read” her to see if she likes your decisions. At the same time, you cannot be wishy washy, noncommittal, or anxious. Women would rather do something not fun with a leader than a fun thing with a man who won’t lead. But, of course, if your plan really sucks, her conscious mind will kick in and want to leave. I always leave women an “out” – so I often frame suggestions as a “default option” – “hey I’m getting a vodka soda, do you want anything different?”

And again, you must only suggest a line of action when she is emotionally invested enough to come. If you want a woman to come with you to the next bar you better not say “I’m going to go to bar X” until she is emotionally invested enough to come with you.

At the end of the day, doing whatever the fuck you want is the key to leadership. I wrote this article to create a set of fundamental rules that men must abide by, but aside from these rules, you can do anything. Most men feel an intense paranoia about what they should do around women, and I want to relieve that paranoia so you can stop worrying about women and focus on the real goal: having fun. I have internalized these rules pretty well in my own life, so I rarely think about them. My goal when hanging out with women is to have fun, and I have a blast.

Superiority

On the most primal evolutionary level, “superiority” means the alpha gets “first dibs” on resources: he eats what he wants and the others get whatever is left over. In reality, this means that 1) on a micro level you must be focused on your own first, and 2) on a macro level she must feel like you fundamentally have access to more and better resources than she does.
You must make sure you are having fun, and once that is taken care of, then you can worry about if she is having fun. It sounds bizarre, but women literally monitor how much fun you are having, and if she feels like you are not having fun, or worse, you are doing something you do not want to do just to make her happy, she will lose attraction. And faking it does not work: women can sense if a guy is doing something because he really enjoys it if he is just doing it please her.

Most people have no idea how to have fun because they are too worried about pleasing others. They go to places they don’t like, hang out with people they don’t like, listen to music they don’t like, etc… There is a lot of free joy in the world that nobody collects because they are too worried about conforming to the tribe. The alpha male, however, is a vacuum that collects all this joy. No matter what situation you are in, you should be finding a way to make it fun. I am constantly laughing, joking, making up stupid games, and basically making every moment as fun as it can be. If she makes the conversation boring, I change the subject. If a song comes along that I like, I sometimes interrupt the conversation so I can sing and dance to it. If we are walking and we see a cool store, I suggest going in. I am calm, relaxed, and physically comfortable. I take up space. If she wants me to go to a crowded bar or somewhere that sucks, I say no. If she is sitting, I am also sitting – I am never less comfortable than her. If we sit down at a restaurant, I look at the menu and decide what I want before I talk to her. I am selfish, but not in a way that hurts her – I just need to be having fun.

For example, my friend has a bar in his fancy rooftop apartment, so he occasionally has parties with lots of hot girls. The women go to the bar, and the men follow them there to hit on the women. I, however, grab a drink and sprawl my body out on his huge comfortable beanbag on the other side of the apartment. I look silly at first, but the women often leave the dorks at the bar to come sit in the uncomfortable regular chair next to the beanbag (I leave no room for anybody to sit on the beanbag) to talk to me. It is amazing that women literally make themselves uncomfortable to talk to the comfortable guy.

If you ever feel nervous or anxious around a woman, or do not know “what to do”, just relax and do something fun. Shift your emotional focus from her to yourself. Sometimes if I feel awkward or like she is losing interest, I just get up and do a little dance. If you are not having fun, you are not holding frame. Earlier, I said that the alpha male is a giver and does not want anything in social situations. But having fun IS giving her something. She can have more fun through you than she can by herself. Just make sure she is also having fun.

On a macro level, superiority means that you have access to resources she can never obtain. I do not just mean money or vacation homes, but rather an awesome life she cannot access without you. That awesome life can completely within you: the archetypal alpha has an infinite inner world so he can talk intelligently about any topic, make any situation positive or funny, and turn any boring date into a thrilling adventure. It also helps to have access to awesome parts of the material world she does not have access to. For example, I have a great career but I do stand up in dinky bars for fun. Women are obviously attracted to me because I am successful, but when we are hanging out they mostly want to talk about me doing stand up because it is a portal into a fun, interesting, weird world they normally have no access to.

Superiority is related to transcendence. The alpha male is superior and transcendent because he is the only one in the tribe with the courage to venture into chaos, reduce that chaos into order, thus creating a new reality that previously did not exist. You show you are superior not just by having better things, but by breaking barriers, celebrating, and then breaking more barriers. Women do not care WHAT is in the VIP section, they just want the feeling of “transcending” the velvet rope and
entering a previously inaccessible reality. Once they are in the VIP section, they get bored and want to beat the next challenge. My beta rich friends try to impress women by buying VIP sections in clubs and music festivals. The women think this is cool and interesting for about 45 minutes, but when they get bored I swoop in and offer them a better adventure: we often end up in a dive bar, dinky pizza place, or some other weird adventure that they would never even consider on their own. Don’t get it twisted: women want to know you have access to the VIP section at the club, but they want to go one step further and actually have fun.

The world is full of little opportunities to “show off” your ability to break boundaries. For example, if I am at a bar or a club I will say “I want to hear the Justin Bieber” and then I will go tell the DJ to play it. That does not sound like a big deal, but most people do not even think about the possibility that the DJ will play their song. Doing this feels like I am creating a new reality that she previously did not have access to. Even if the DJ says no, the woman will still be impressed. It is more attractive to push boundaries and fail than to never try at all.

“Bad boys” sometimes feel like alpha males because they transgress the boundaries of society and feel like they create their own reality. This sounds absurd to respectable people, but when you are around a confident gangster, rapper, or pimp you really feel that this motherfucker really can do whatever he wants. This is also why people like gangster movies so much – a mob boss like Vito Corleone lights up the same emotions in our subconscious as the archetypal alpha would. This is an illusion of course – those guys are pieces of shit and eventually meet their doom – but our emotions are easily fooled.

You don’t need to be a gangster or drug dealer, but you can and should push the boundaries of society in little ways, like wearing a sweater others would be afraid to wear, saying things it is not socially acceptable to say, having non-mainstream opinions, and “breaking the rules” when you can get away with it. I “agree and amplify” her crazy statements, so if I am discussing politics with a hardcore lefty woman, I may grab her, pull her in, and whisper in her ear “let’s get drunk tonight and murder the heads of all the major banks in America to destroy the financial system and begin a new communist utopia.” That’s obviously absurd but just saying those words is attractive to her because I am inducing the feeling that, if I wanted to, I could break “society’s” rules. Of course, in transgressing society’s rules you must be careful to not offend her conscious mind, look like a Nazi, humiliate yourself, etc…

Transcendence is like being an angel. I exist in this world but I also exist in a higher world and I can move back and forth between the worlds. She can never visit the higher world but I can occasionally bring her stuff from that world, and as I defeat challenges in this world, I am slowly making it like the higher world. I always keep parts of me hidden from women because the moment she “figures me out” the challenge is gone. I do a lot of stuff I keep secret from women, like the Woujo thing, my side businesses, etc… Women do not know any of this stuff, but they can sense that there is something deeper to me than what they see, which essentially makes me feel infinitely deep to them because they have no idea where the rabbit hole ends.

Finally, the most important part of superiority is truly believing in the deepest part of your heart that you are superior to everybody and that no matter where you are and who you are around, you are entitled to superior access to their resources. You should be able to walk into the fanciest club in New York or Miami, go to the VIP section, walk up to the hottest supermodel there, and talk to her like you’ve already fucked her. And if anybody has a problem with that, you just laugh and smile as they are kicking you out. And then you go do it again at a different VIP section and kick you out again.
And again. And again. If you do this enough, some of those VIP sections will not kick you out and you will meet hot women. Of course, those people may be richer, better looking, smarter, etc..., than you, but you still must feel and act as if you are better. And women may look at you and instantly think you are not in their league. But the beauty of holding frame is that you act the same way no matter what other people think: you hold frame, and they either take it or leave it.

The key to feeling superior like this is realizing that many of what you thought were “iron laws” of reality are actually soft pottery you can mold and create a new reality with. Like most guys, I used to be intimidated by men that were richer than me, more powerful, had hotter women, etc… But during my time sneaking into VIP sections and getting kicked out, I soon realized that all these “intimidating” guys were just regular dudes who had just figured out how to “hack” one small aspect of reality. They had either figured out some trick in the market to make a lot of money, or they had found some well-connected friends, or they had learned some PUA tricks, or they had found a fitness/eating/dressing regimen that made them look good. Basically, their “essence” was not “superior” to mine, and I was only a few small steps from getting the material things they have. Even if I could not easily “hack” reality to get what those guys have, I have to pretend like I can.

Superiority is a dangerous aspect of holding frame because we are trained from birth to hate people who act and think they are superior to us. With good reason – people who act superior are usually insecure douchebags. A man who is actually superior, however, does not brag, put others down, act rude, snobby, or arrogant, etc… He just has fun. As I discussed earlier, the archetypal alpha’s thoughts and emotions are on defeating challenges, not betas, so he has no desire or reason to “convince” anybody he is superior.

**Power**

The archetypal alpha male can defeat any challenge in any form, from nature, from other people, or from within. Not only must you feel and act as if you can kick anybody’s ass in a physical confrontation, you must also feel and act as if you solve a complex math problem, a confusing emotional situation, and any other problem the universe could throw at you. Women’s physical attraction to men is based on them looking like they can defeat physical challenges (i.e., fighting other men), but you should also look like the most superior member of whatever community you are in. For example, if you are at a fancy cocktail party – you should be one of the most well-dressed.

How would an undefeatable alpha male act? He would be calm, friendly, and positive. His emotion would range from friendly and positive at best to stoic at worst. He would never show frustration, anger, fear, anxiety, timidity, confusion, or sadness, because those emotions only appear when you feel like the challenge may defeat you. Of course, it is ok to feel these things sometimes in real life, and women can tolerate that shit to a small degree, but the archetypal alpha does not feel these things so if you express these emotions the woman will be less attracted to you. If you need to be a bitch, do it on your own time.

A lot of guys try to fake being an alpha male by being loud, aggressive, obnoxious, pushy, douchey, mean, etc… This may work if she is comparing you to a timid beta, but a real alpha beats a fake alpha. In the power hierarchy, the mean tough guy is close to the top, but the clam, friendly, positive guy is higher than him. Humans evolved to “sense” who the real alpha is, so if somebody is getting loud and douchey towards you and you keep completely calm, the woman will sense that you are the “alpha” in that encounter. Of course, this is just a feeling, and this feeling can change if the guy actually kicks your ass.
Earlier I defined confidence as “the positive emotion, focus, and determination you express when you think you will defeat the challenge you are confronting.” I will expand that definition here to include “the lack of anxiety, fear, or timidity.” Unless you are a bacteria, you have probably been confident at something in your life. You are probably confident when you brush your teeth because you know you will not “fail.” It is difficult, however, to be confident around women because we do not know how they will react. It doesn’t matter – even if there is a big possibility you will fail, you must still do whatever you are doing with positive emotion and no anxiety. When you make a move on a woman, you must do it as if you know she will accept it, and if she rejects it, laugh and act like it is part of the process.

Some of you may have a hard time producing positive emotions because you suffer from anxiety, depression, or other problems. Those problems are really hard to solve and article is not about how to solve them, but if you want to hold frame, you have to figure it out somehow. If you’re sad, scratch your ass and get glad.

The key to looking powerful is actually setting up your interactions with women so that you do not get hurt, so you do not need to show anxiety, fear, frustration, anger, etc… In other words, you should NEVER PUT YOURSELF IN A POSITION WHERE A WOMAN COULD HURT YOU, be it the first date or 5 years into a relationship. I may sound cold hearted because a woman has never really hurt me, but IF A WOMAN HURTS YOU, IT IS YOUR FAULT.

Earlier, I stated that the proper response to a “shit test” was to just brush it off and laugh. But what if the shit tests never end? What if she is continues to be a bitch and it is not “fun” anymore? Well, you leave. You are a heat seeking missile that only wants positivity: if girl A can’t provide it, go to girl B. Don’t dwell on girl A, get mad, or “put her in her place.” She either stacks up or she doesn’t, and if she doesn’t, you act like she doesn’t exist. If you won the lottery and you were running around in joy, and a random homeless guy started insulting you, you wouldn’t even notice the homeless guy. Because an alpha has complete abundance, if a beta ignores or disobeys the alpha male, the alpha just moves onto the next beta, leading the disobedient twat to die in the jungle alone.

If you are in a long term relationship with a woman and she suddenly starts being an asshole, there are two possibilities: 1) she is getting tired of you, but does not want to admit to herself that she is the asshole, so she is trying to make you “snap” so she can justify being the asshole, or 2) some other thing is bothering her. If #1 is true, dump her and move on. If #2 is true, you need to figure out if her problem is something worth fixing. If not, dump her and move on. If it something worth fixing, fix it.

Mark Manson famously wrote in his book Models that men should be “vulnerable” around women and men have been trying to figure out what the fuck he meant ever since. Does it mean we should admit our weaknesses? Should we treat the woman like our therapist? Here is my take: Women like to see a man defeat challenges but are also attracted to the emotion of a man defeating challenges, so even if you are battling Satan himself, if you are doing so with confidence and positivity, and making progress, not only will she remain attracted, she will become more attracted. But if your problems are overwhelming and crippling you with anxiety, she loses attraction. Period. Her conscious mind will want to help you and be a good friend/girlfriend/wife/etc…, but her subconscious emotions will be screaming at her “this guy is gonna get killed in the jungle, and you will get killed too if you stay here to help him. Run!!” I tell woman about my challenges all the time, but I present it as if I am defeating them, because I am. If Mark Manson means that men should courageously go into battle
against challenges, including the ones she creates, and not be ashamed to talk about it, then yeah, I agree that you should be vulnerable so long as the woman does not think you are weak or you will lose the battle. If, on the other hand, he means that men should confess all their weaknesses and flaws to a woman, then I would say do not do that unless your weaknesses and flaws are very superficial.

The “vulnerability” question is a stupid one. You are either handling your business or not. If you are handling your business, go ahead and tell women about it. If you are not handling your business, you should worry about handling your business, not about whether you can tell women. Women want an emotional rock, and if life is drowning you, she is not strong enough to pull you out – she will just get sucked into the maelstrom with you. I hate to say it, but women are not attracted to men that are getting defeated by life. A loyal woman may stick with her man through hard times, but only if she sees a light at the end of the tunnel.

Women love to “comfort” men when terrible stuff happens, and it is tempting to fall for it and act like a little bitch, but you shouldn’t. Stay positive, find the good in it, and let her know you are going to conquer this challenge like every other one that comes your way. Catastrophes can actually increase her attraction because she will compare how you react to how she would react or how other men she has dealt with have reacted. But if you need to break down and cry, go tell a therapist, a stripper, your parents, your friends, etc… But not her.

Sex

Men’s insane sex drive makes holding frame difficult. As I discussed earlier, women have an evolutionary need for the alpha, but men do not really “need” women for anything, evolutionary speaking. But as a practical matter, men who cannot control their emotions act needy because of their sex drive. Therefore, men have a tendency to ignore, dismiss, or look down on women until they want sex, which gives women a huge amount of power – women can use sex as leverage and then they can plot against men when they are being ignored. This problem is so prevalent that many cultures have a myth where a woman who is being used only for sex successfully plots against the man ignoring her. In the Bible, this happens in the book of Esther and with Adam and Eve.

To prevent this, you must control your sex drive and resist any attempt by her to manipulate you with sex. The archetypal alpha cannot be manipulated using sex because he has infinite access to it. The archetypal alpha enjoys sex, and is open about enjoying sex, but sex is a small part of his life, maybe an hour a day at most. The archetypal alpha spends all day defeating challenges, and then has sex after a long day like a warm meal or shower. A man who spends all day obsessing about sex is like a man who spends all day obsessing about food: you would not think he was the archetypal alpha; you would think that guy has some kind of problem getting food.

To understand women’s sexuality, you must understand the sexual life of the archetypal alpha. Sex is pleasurable for the archetypal alpha because he enjoys dominating and fucking the various women in his harem when he wants, where he wants, and how he wants. Sex is pleasurable for women because they enjoy getting fucked BUT ALSO because they enjoy fucking and dominating women vicariously through the archetypal alpha, including themselves. It may sound bizarre, but when women see an attractive guy surrounded by women, they subconsciously fantasize about BEING that guy and fucking those girls. But women can never be that guy, so they settle for the next best thing: being the girl he fucks. Yes, human psychology is that weird.

Women subconsciously fantasize about being an alpha male and fucking the woman in his harem in the most powerful, dominant, and uninhibited way possible, which is why women in nightclubs sing
along to rap songs saying the most brutal, degrading things about women and why they sometimes like being slapped, spanked, or choked during sex: they enjoy being dominated because they are vicariously dominating themselves. During sex, women have said shit to me like “treat me like one of your whores” and “imagine I am one of the other girls at the club you would have rather fucked.”

There is a conflict of interest here. In her role of herself, she obviously does not want to be disrespected, hurt, or made to feel like shit. But in vicarious her role of fucking herself as you, she wants you to fuck her in a dominant way. As the man, it is your job to resolve this conflict: you must fuck the shit out of her in the most dominant, confident, alpha way possible, while simultaneously making sure she feels accepted, valuable, and “part of the team.” Many women feel disrespected and shitty during and after sex, but if you can keep the entire experience full of positive emotions, you will be amazed at how much women up to you and the lengths they will go to please you.

Because the archetypal alpha is the star of the show, he takes the lead, makes the decisions, and does not show any timidity, anxiety, or hesitation. He knows what he is doing and both parties know he will make sure that the experience is enjoyable for everyone. The archetypal alpha also makes clear that he is having an awesome time because he is fucking a hot, and more importantly, valuable and loyal babe. The hotter she feels, the more enjoyable she feels the sex is for you, and therefore the more enjoyable the sex is for her. No woman wants to vicariously fuck an ugly bitch.

Before you can take the lead sexually, however, she must 1) feel like you are the alpha male and 2) she must feel accepted by you. In other words, she must be emotionally invested in you. You must always make sure she is slightly more wanty than you and ready for the next step before you press the gas. If you misread her and you make a move she was not ready for, chill out, take a step back, and then start building her emotional investment up again. If she gives you a hard no, stop completely, go to sleep, or start talking about something completely different. If she has any want for you at all, she will initiate again.

Society often teaches women that sex is shameful, so there is often a chasm between what her conscious mind thinks and what her subconscious mind wants. When you take the lead, she may subconsciously like it but her conscious mind will express reluctance. My personal policy is to get a verbal affirmation from her conscious mind that we will be having a historic fuckfest to try to minimize regret or the possibility that she will back out of the deal. Some guys say asking for consent ruins the mood, but if you have been holding frame well, you can afford a few corny moments.

The requirement that a woman be emotionally invested in you is also linked to our loyalty circuitry. Sex is dangerous for the alpha because, as discussed earlier, enemy tribes can use women as a distraction to attack the alpha where he is literally weakest. This is why women disrespect men “who will put their dick in anything.” For his own safety, the archetypal alpha only fucks loyal women, i.e., women who have emotionally invested in him, i.e., women who have done things for him. Therefore, a woman wants to be romanced and eased into sex not for HER benefit but for the MAN’s benefit. A man who walks up to a random woman and says “show me your tits” is an evolutionary liability because he could potentially be letting an enemy woman distract him from his mission. This sounds extremely counterintuitive, but foreplay and compliments turn women on because they are subconsciously communicating that she has proven her loyalty to the tribe, so therefore it is ok for the alpha to fuck her. Sudden moves in sex or being overly aggressive freak her out not just because SHE feels like she is in danger, but because it shows that the man is reckless as to who he gives his attention to.
Women often shit test you by teasing you with sex to see if you become wanty. For example, if a woman says “I want to fuck the shit out of you later” most men would think they won the jackpot and immediately start supplicating. But saying a few seductive words does not give her the right to fuck me, nor does it show adequate emotional investment on her part. She must DO things for me first. If she has done nothing for me, and therefore is not emotionally invested, I smile and say “you are funny” even if I want to fuck her. If she has put some work in but is not quite there yet, I may touch her and whisper in her ear “well I hope for your sake you don’t fuck this up.” Even if she is ready to go, I still make her wait a little before I take her back so she does not feel like she is the leader.

I want crazy, uninhibited sex. I want her to run upstairs to my bedroom, rip her clothes off, and start jumping on my bed. I want her to pull my dick out and start sucking it without me even asking.

Women will do this, but only after they deeply emotionally invest and accept you as the alpha male. Women fuck beta males and guys they are only semi-into all the time, but that sex is unenthusiastic, boring, and often regretted. Women are fucking those guys to get something, not because their primal emotions are screaming for wild, passionate sex. Most guys have had sex with women who only wanted to do one position, were thinking about other shit, would not let them finish, etc… That is not fun.

Even if a woman says “let’s go back to your place” if I don’t think she is ready to go all out I will tease her a little more. This is obviously a dangerous game to play - if a woman openly asks you for sex and you don’t show enough interest she will think you are timid, gay, or rejecting her. You must use your emotional intelligence.

Because the archetypal alpha has infinite abundance, women are attracted to men that are desired by other women. Specifically, women want to see other women emotionally invest in you and then you act fairly towards them. For example, one of the most powerful weapons you can have vis-à-vis a woman you are in relationship with is other hot female friends that you regularly go drinking with.

This desire, however, is one place where her conscious mind and subconscious minds sharply diverge. Women’s conscious minds avoid “players” because society teaches women that “players” will ultimately end up rejecting or disrespecting her, which is often true. Because rejection is so terrifying for women, both her conscious and subconscious minds are very careful when they feel they might rejected. Even groupies are careful to not emotionally invest in the rock stars they are fucking because they know they can get discarded at any time.

Therefore, while you can and should show women you have other options, you must act very subtly and keep her conscious mind unaware. You do this by acting social towards other women, keeping female friends, but making sure that the woman you are in a relationship with feels accepted and secure. Rubbing your other women in her face or saying things like “I have other options” will just make you look doucheey and insecure, and cause her conscious mind to start making other plans.

Nothing turns woman A on more than when woman B desires you but you ignore woman B in favor of woman A because it communicates “if you deserve it, I will treat you like a queen, and if you do not, I can ignore you like you do not exist.”

It is possible to maintain a harem, even one where the women know about each other, but you must hold iron frame and you must ensure that each woman feels accepted and special. As noted before, you must be gracious, fair, positive, and apathetic, but it is extremely difficult to be fair when multiple women are doing things for you and expect your attention/acceptance in return.

Conclusion
Many people will read this and think I “hate” women. I do not – I love women. This article is not about men or women – it is about alpha and beta. These relationship dynamics exist in homosexual relationships as well. And furthermore, the vast majority of men happen to be thoroughly beta. It is true that men are born with neurochemistry that makes it easier for them to inch closer towards the ideal of the archetypal alpha, but most men squander that ability. Meanwhile, there are tons of women who develop “alpha” traits because they need to because all the men around them are weak. There are many women I would trust to take charge in a chaotic situation over some of the weak beta males I know. And those women are even more impressive because they had to do this without the brain chemistry advantage men have.

Furthermore, being alpha does not make you “better” than betas. Betas can be smart, caring, funny, hard working, disciplined, interesting, etc… Without betas, society could not exist because the world would be a constant war between alphas. The only “advantage” an alpha has over a beta is a lack of fear in the face of chaos, but if you do not cultivate that lack of fear correctly, it could hurt you more than help you.

And finally, I am not happy human psychology is this way. Just because humans have an inherent desire to blindly men who feel confident and dominant does not mean that those men are competent to lead. The desire for an alpha male lead to Barack Obama, Donald Trump, and Adolf Hitler, so no matter who you are, you should be annoyed at these facts of human psychology as well. Many men have taken the burden of leadership and failed their followers miserably, which is why liberalism and feminism, which reject any kind of authority, especially male authority, are so attractive to so many people. I am not one of these guys that think that women should obey men – if the man is a weak bitch he does not deserve to be followed.
Introduction

This article is the first part of a 3-part series. Part 1 will discuss why a man’s purposes are the most important things in his life and why they also bring him the most pleasure. Part 1 also discusses how a man’s confidence pushes him towards his purposes and anxiety pushes him away from his purposes. Part 2 will discuss how a woman’s attraction to a man is centered on his purposes, which in turn create his emotional experience and his reality. Part 3 will discuss how a man can manage his ego to maximize the pleasure he receives from pursuing his purposes and minimize his anxiety.

Purpose and Emotion

The most important thing in a man’s life are the purposes he chooses to pursue, and the key to a successful and happy life is choosing your purposes with your rational mind rather than your emotions. If you do not consciously and rationally articulate your purposes to yourself, your subconscious emotions will determine your purposes, and emotion without rational guidance usually leads to ruin. Worse yet, if you do not consciously and rationally determine your purposes yourself, others will determine them for you, often by manipulating your emotions.

All human emotions and activity can be conceptualized in terms of purposes. Everything you do is directed to some purpose, whether you realize it or not. If you are watching TV, eating Cheetos, and scratching your balls, your purposes are watching TV, eating Cheetos, and scratching your balls. The question is not whether you have purposes, but what your purposes are.

Discussions of “purpose” often become abstract and meaningless, so I seek here to link purpose to fundamental biological emotions. Human evolved to feel “pleasure” and positive emotion to motivate us to seek things that help in our survival and reproduction and “pain” and negative emotions to avoid purposes that will lead to us harm. Positive emotions include the desire for food, sex, and affection, while negative emotions include grief, shame, guilt, depression and anxiety. Positive emotions usually fill us with energy and enthusiasm to motivate us to move, while negative emotions cripple us to prevent us from moving. But every emotion serves some purpose, and the key to a healthy and happy life is not to repress or kill your emotions, but to put each emotion in its proper place so that they work in harmony for your overall good.

Our rational mind is a much weaker than our emotions, and is often overwhelmed, hijacked, and tricked by emotion. The only thing that can defeat an emotion is a stronger emotion, so the primary responsibility of your rational mind is not to conquer your emotions, but to order your emotions properly so that your “higher” emotions predominate over your lower ones.

Positive emotion

The biological systems underlying positive emotion can be summarized using a familiar quote: “life is a journey, not a destination.”

The primary brain chemical that regulates positive emotion is a neurotransmitter called dopamine. Dopamine is released every time we do something pleasurable: when you eat a tasty meal, snort a line of cocaine, or have sex. You also feel dopamine when you experience “higher” pleasures like
acceptance by the tribe, love, affection, and the joy of accomplishing a goal or helping somebody. But strangely, most dopamine is released “on the way” to achieving the pleasurable goal, rather than after we attain the goal itself.

Most people think of pleasure as a destination. You see (or conceptualize) a pleasurable goal, you take steps to achieve that goal, and you feel pleasure AFTER you achieve the goal. I call the pleasure you feel after you achieve some pleasurable goal “destination pleasure.”

But the journey to the pleasurable thing is stronger than arriving at the destination. When you see (or conceptualize) a pleasurable goal and take steps to achieve that pleasurable goal, you feel pleasure on the journey to the pleasurable goal. I call this feeling “journey pleasure.” As Artie Lange said, “the best part of doing cocaine is going to your dealer to get it.” The excitement and enthusiasm you feel on the way to something your subconscious thinks will be pleasurable is much stronger and longer-lasting than the destination pleasure you feel when you actually consume that thing. This is why I consider journey pleasure to be a superior and “higher” pleasure.

The superiority of journey pleasure makes perfect sense from an evolutionary perspective. Humans need to go get food, find shelter, and have sex, but evolution doesn’t care if we feel pleasure after we achieve those things. Evolution is more concerned with getting us to those things in the first place, which is why we are wired to feel most of our pleasure as we move towards the goal rather than after we get it. We did not evolve to rest on our laurels and celebrate after getting something we want. Instead, we evolved to immediately want to go get the next thing.

We have all experienced this on some level. We have all won some championship, completed some final exam, scored with some hot girl, or achieved some other goal, only to find ourselves underwhelmed and feeling empty after we achieve the thing we thought we wanted. As George Bernard Shaw famously said, “there are two tragedies in life. One is to lose your heart's desire. The other is to gain it.” This is because journey pleasure is much stronger than destination pleasure, and once the journey is over the destination pleasure feels relatively weak and empty.

But make no mistake: journey pleasure only exists when the journey leads to destination pleasure. If there is no pot of gold at the end of the journey, our subconscious mind will not generate the dopamine necessary to motivate us. Our brain is a pleasure-seeking machine, and if there is no pleasure involved we simply will not pursue something, no matter how noble or important the goal. We are animals, not angels. It is just a happy coincidence that pursuing noble and important goals sometimes brings us pleasure. The brain’s motivation system is somewhat paradoxical: even though we are motivated by destination pleasure, we feel most of our pleasure on the way to that destination pleasure, so we often don’t even care about the destination pleasure once we get to it. Billionaires work 80-hour weeks to make a fortune, only to give the fortune away after they have receive it. They don’t care about the money (they have more than they could ever use) – they love the game.

Nevertheless, if there is no fortune or other attractive prize at the end of the journey, billionaires would not be motivated to work 80-hour weeks in the first place.

Human beings will only do something if we feel like there will be some payoff in the end or if we are afraid of some worse outcome. A child will only do his homework if he fears punishment or if he genuinely believes he will receive some worthwhile reward for doing it, either in the short term or in the long term. Similarly, as you move through life, you will only be motivated to work hard if you believe your work will lead to something. That “something” can be money, developing your skills, creating something new and valuable, or helping people. Ideally, your work will pay off in all of
The difference between successful and unsuccessful people is that successful people see their life as leading towards some higher purpose, even when things are going badly. Even when they do something that sucks, they are building towards something higher: they are building their resume, developing skills, saving money, learning lessons, meeting people, etc… Unsuccessful people feel like no matter what they do, they will never get to the promised land, which is why they are not motivated to work hard today. Successful people run towards a goal; unsuccessful people run on a treadmill.

**Journey Pleasure and Emotional Stability**

Journey pleasure is superior to destination pleasure because it is stronger, lasts over a longer period of time, and does not require external “things” to be satisfied. Destination pleasure only lasts for the brief moment while you consume the pleasurable thing: you feel destination pleasure while you eat the cake, have sex, or hug your friend, but the pleasure disappears a short time after and you need some external thing to give you pleasure again. Journey pleasure, on the other hand, lasts for as long as you are working towards your goal, so you can feel it anytime and anywhere because it is primarily mental. If you are building your business, you can feel journey pleasure as you work, as you eat lunch, and even as you have a few beers with your friends to wind down, because all of those activities are taking you towards your goal.

Journey pleasure is required for emotional stability and rationality. Humans are pleasure-seeking creatures, and we cannot think rationality if we are chasing one brief pleasure after another. But journey pleasure satiates our desire for pleasure, and once we have a consistent source of journey pleasure we can make rational, long-term plans. Even people that enjoy journey pleasure need to feed their lower desires occasionally, but because their higher pleasures are satiated all of their thoughts and emotions are not directed towards satisfying their lower pleasures.

**Purpose routines**

Your brain constantly creates maps of the world based on your purposes to determine where pleasure and threat exist, as they are defined by your purposes. Your brain creates a spatial map of your immediate surroundings, coloring what you believe to be indicators of pleasure and threat with emotion so you are drawn or repelled by those indicators. Your brain also creates a more abstract map of your life, marking pleasures and threats that may occur in the future as you pursue your purposes. To see this spatial map right now, just look around – what you see is not necessarily reality but a map of the world that your brain created, with sources of pleasure and threat (as you understand them) emphasized by your brain to draw your attention. Similarly, you can “feel” the abstract map by thinking about your future: if you think about the upcoming week you will feel good about the pleasurable things you think will happen and anxiety about the shitty things you think will happen. Interestingly, your spatial map and your more abstract map are both created by the same part of your brain – the hippocampus.

To navigate these maps, your brain creates what I call “purpose routines.” A purpose routine is a set of procedures and rules designed to lead you to a certain goal, like a computer program. You can learn purpose routines with your conscious mind, but after you do it a few times it becomes subconscious and executable with little to no conscious thought. A simple purpose routine is walking downstairs to get something from the fridge, tying your shoe, or brushing your teeth. Purpose routines can also be more complicated – drafting a routine letter to a client, repairing an HVAC unit,
or driving to work. Experienced doctors can even perform delicate surgery almost on autopilot because they have done it so many times. Sometimes your conscious mind even forgets the instructions to a purpose routine, but your subconscious mind can still do it.

We need subconscious purpose routines to function because we cannot consciously think about every single little thing we are doing. Our conscious mind can only process around 5 to 7 pieces of information at one time, but our subconscious mind can process much more. Most of our actions at any time are purpose routines running on autopilot. If we learn to do something in the wrong way, our brain might lock that defective purpose routine away in our subconscious, making it difficult for our conscious mind to reprogram it. The subconscious nature of purpose routines helps explain why sometimes very talented people are terrible teachers – their skills are locked away as purpose routines, so they cannot explain to another person what exactly they are doing. Purpose routines also explain why quack pick-up artist instructors often fail to communicate their abilities to their students – much of what we consider to be charm, charisma, and “alpha” behavior is an automatic expression of our purpose routines, and it is very difficult to consciously articulate what exactly those behaviors are.

Your brain learns to associate purpose routines with pleasure so, for example, if you have enjoyed snorting cocaine a few times, your brain will learn to associate the steps of snorting a line of cocaine with pleasure. Even seeing a line of cocaine or going somewhere you snorted cocaine may cause your brain to release dopamine, because it is anticipating the destination pleasure at the end of the journey it thinks is on. Purpose routines help explain why addiction is so difficult to overcome – your brain is a pleasure-seeking missile, so whenever it feels bad, bored, or eager to do something (essentially, a lack of pleasure), it will automatically start running purpose routines it knows will lead to its drug of choice without your conscious mind even realizing. This is why addicts often need to consciously and carefully monitor their behavior.

Because your brain relies on your purpose routines to obtain pleasure, it is all the more important to consciously determine your purposes. Most peoples’ subconscious minds’ are littered with garbage purpose routines they automatically run to whenever they want pleasure: video games, drugs, alcohol, wasting time on the internet, etc… Whether we realize it or not, our brain is constantly seeking pleasure, and if we are not directing what pleasure it seeks, it will probably seek the lowest, cheapest pleasures that will ultimately lead us to ruin.

**Anxiety**

The key to happiness, therefore, seems simple: pick a few good, positive, emotionally attractive purposes, pursue those purposes, collect journey pleasure along the way, and live happily ever after. Why then, are so many people miserable?

The main obstacle to journey pleasure is anxiety, which is a subconscious mechanism designed by evolution to help you pick which purpose to pursue. Animals and humans feel anxiety when 1) the subconscious brain believes there is a threat or anomaly on the way to the purpose it is seeking and/or 2) the subconscious brain is faced with multiple purposes that seem equally appealing. When faced with either of these situations, the anxiety circuit 1) floods you with negative emotion to make you freeze and stop progressing along the path you were on and 2) switches your mind into “information gathering” mode so that you can figure out which purpose to pursue. The more important the goal and the bigger the threat, anomaly, or conflict between goals, the stronger the anxiety. To our brains, a threat or an anomaly is anything that makes us feel like we are on the wrong path, either because it
will cause us to not achieve the goal, or worse.

Anxiety is the opposite of journey pleasure. We feel journey pleasure only when we see a clear path to the goal, but we feel anxiety when we see obstacles and threats on the way to the goal. Our anxiety decreases when we feel journey pleasure, and our journey pleasure decreases when we feel anxiety. Both emotions are necessary: we need journey pleasure to motivate ourselves to pursue the things we need, but we also need anxiety so that we don’t run into dangerous situations. When our journey pleasure outweighs our anxiety, we go for the goal, but when our anxiety is stronger, we stay frozen. Journey pleasure is the cure to anxiety, but to feel journey pleasure we must feel like we can overcome the threats and obstacles on the way to our purposes.

Anxiety is generally stronger than journey pleasure, and with good reason. If a mouse sees a piece of cheese guarded by a cat, it should not pursue the cheese because the reward for getting the cheese is a little pleasure, but the consequence of getting caught by the cat is death. Therefore, when weighing the journey pleasure and anxiety of a particular course of action, our brain puts much more weight on anxiety. This means that humans are extremely risk-averse and our default answer to any new adventure is “no.”

Scientifically speaking, anxiety is different from fear. Fear is the “fight or flight” feeling we get when we are actually in the presence of the threat, whereas anxiety is the feeling of paralysis we get when we think there MIGHT be a threat. A mouse who will not walk into a cage because it smells cat odor feels anxiety, whereas a mouse that actually sees a cat and starts running from it feels fear. Anxiety becomes fear if we feel like the threat has actually arrived, and people with very bad anxiety often have panic attacks, which is a fear response. When most people say “fear” they really mean anxiety, but it is important to understand this distinction, because fear is often an important motivator, whereas anxiety is often a hinderance, as I will explain later.

Finally, many kinds of anxiety exist: social anxiety which views high status members of the tribe as a threat; separation anxiety, which views distance from the tribe as a threat; obsessive/compulsive disorder, which views a lack of order and hygiene as a threat, etc… To simplify this article, I simply use the word “anxiety” to refer to all of these emotions.

**Anxiety and Purpose Routines**

Just as our subconscious mind tags certain purpose routines as “pleasurable” so we pursue them, it also tags others as “threat” or “obstacle” so we avoid them. For example, if you put your hand on a hot stove and burn it, your brain will subconsciously associate “putting your hand on a hot stove” with “threat” and strike you with anxiety if you start to do it again. Even if you consciously decide to put your hand on a hot stove because somebody offered you a million dollars to do it, your subconscious mind will flood you with negative emotion and freeze your muscles so you do not do it. Moving your hand to the stove will feel like swimming through molasses because your underlying biological systems will be doing everything they can to stop you.

Our brain uses anxiety for memory and map building because we need to know where not to go, both spatially in our immediate surroundings and more abstractly in our life. This is partly why drugs that reduce anxiety, like marijuana, alcohol, and Xanax also impair your memory. Anxiety is literally responsible for building the world we experience, but as we will see, anxiety can create a distorted view of the world.

The brain’s process of painting certain purpose routines as threat is useful because it helps us automatically avoid dangerous situations without even consciously thinking about them. We do this
every single day with thousands of potential threats. But anxiety tries to do a thorough job of
documenting all of our threats so it often registers false positives. These false positives occur when 1)
your brain subconsciously thinks something is a threat or obstacle when it is really not, 2) your brain
subconsciously thinks something is a threat or obstacle when in reality you have the ability to
overcome it, or 3) your brain associates a purpose routine with a threat or obstacle that will not be
there in the future. Sometimes your brain does all of this at once.

For example, imagine you go bowling for the first time and get stabbed at the bowling alley. In that
case, your brain may associate “bowling” or “going to the bowling alley” with “threat” and make you
feel anxiety the next time you consider going bowling, no matter where the bowling alley is or who is
there. But getting stabbed is not a regular or inherent part of bowling, so the brain’s association of
“bowling alley” with “threat” is wrong and counterproductive.

Now imagine how many false positives your brain has created since your childhood and how many
possible paths your brain has subconsciously marked as forbidden without your consent or
realization. Most peoples’ subconscious minds are full of paths that have been wrongly labeled as
negative, and these paths accumulate to form complex emotional and belief systems that cripple us.
This mechanism often operates subconsciously without us even knowing what is happening: we just
“feel bad” when we leave our comfort zone, and we don’t know why. Anxiety may manifest itself in
many different ways: paralysis, endless rumination that goes nowhere, listlessness, a desire to
procrastinate, hesitancy, timidity, laziness, a tendency to become distracted, a “weird” feeling you
cannot explain, a feeling of pending doom, “rational” arguments as to why you should do something
else, etc… Anxiety will use any trick it can find to make you stop pursuing the goal, including
“rational” reasons that you cannot stop thinking about. Sometimes those reasons are laughably stupid,
and sometimes they are solid and should be taken into account. It is your job to figure out which is
which.

Anxiety does not just try to make us pick a different path than the one we are considering, it often
causes us to not consider certain purposes at all. Most people never even consider following their
dreams because their brain kills those thoughts before they even make it to their conscious mind.
Most people live in a world of invisible walls they create for themselves. Most people never leave
their narrow “comfort zone” because their brain subconsciously convinces them they will fail. I
strongly suspect this is also partly why people get “stuck in their ways” and more closed minded as
they get older: there has simply been more time for negativity to accumulate in their mind.

Modern society exacerbates this problem. The anxiety circuit is a primitive circuit designed to react
to simple threats in the jungle, not abstract, complex “threats” like an emotionally unstable girlfriend,
a shitty job market, or other complex changes and challenges that we face in the modern world. The
media and entertainment industry are also constantly trying to scare us into thinking that everything is
a threat. Most people know the media and entertainment industry lie and fearmonger, but if this
programming only works 10% of the time on us, that is still a ton of irrational anxieties that are now
part of our subconscious programming.

To make matters worse, anxiety often hijacks our “rational” mind and creates false beliefs to match
our garbage emotions. The world is infinitely complicated, which means that you can confabulate
“facts” to support almost any decision you make or belief you hold, and this is exactly what your
mind does when it really wants to pursue a certain purpose (or not pursue a purpose).

For example, imagine somebody grows up in an environment where their friends, family, and society
constantly tell them that it is very hard or impossible for the “little guy” to get ahead. That person’s brain will subconsciously associate the purpose routine of “working hard to make money” with “insurmountable obstacles and threats.” If you asked them if it was possible for the “little guy” to get ahead, they would “rationally” explain to why it was not. This person may even use true facts to make their argument, but they would only do so by ignoring all the other facts that contradicted their argument.

Of course, this person will never become rich because every time they do anything to make progress along that path, their subconscious mind will cause them to feel anxiety and do something else instead. Even his conscious mind will often sabotage him, because it has been subconsciously programmed by his emotions to form a series of false beliefs about the world. In this way, his emotions, actions, and beliefs will form a vicious cycle that will make it impossible for him to become rich.

The solution to anxiety and negative purpose routines is not always to ignore them and plow ahead. Anxiety serves an evolutionary purpose, and your subconscious mind can store and quickly access much more information about threats than your conscious mind can. Sometimes you get a “bad feeling” because something really is a threat, even though your conscious mind cannot articulate exactly why. Just because anxiety sometimes produces false positives does not mean that all anxiety is a false positive. Ignoring anxiety will deprive you of an extremely rich source of information and potentially expose you to danger.

Instead of just ignoring your anxiety, you should rationally analyze it and determine whether the “threat” you feel is real or not. If I get a bad feeling about something, I try to articulate to myself in words what is causing that bad feeling. For example, if I feel anxiety about a business deal I try to figure out if there is a real threat, or if I am just afraid of the unknown. Unfortunately, for people with lots of purpose routines that have been polluted negatively, it will take a long time to “clean” your purpose routines that have been wrongly polluted.

Anxiety is not the only negative emotion that colors our thoughts: guilt, shame, depression, jealousy, also hijack our purpose routines and beliefs. These other negative emotions mix with anxiety to create a terrible mixture of false beliefs, falsely tainted purpose routines, and constant negative thoughts and emotions. Cleaning this mess is extremely difficult because our false beliefs and purpose routines layer on top of each other over the course of years, so to “fix” ourselves we must unwind each layer with our conscious mind, reprogram our mind to see it as positive, and then move to the next layer. This process can be very difficult and time-consuming, which is part of the reason you should not bother with damaged women.

The Unknown

As our brain builds maps of the world and purpose routines to navigate those maps, it must deal with the fact that much of the world is simply unknown to us. The unknown contains the two main things which cause anxiety: 1) potentially infinite threats and 2) infinite potential paths. Our brain needs to know which path to take, so it runs the regular anxiety program when faced with the unknown: we freeze and slowly try to gather information so we can figure out which path to follow.

The Bible says that the human desire for knowledge of the universe is a result of anxiety. When Eve was faced with threat for the first time (the snake), she felt anxiety and ate of the tree of knowledge of good and bad (evil is a mistranslation) so she could “become like God.” Eve probably desired to become God because she faced threat for the first time, felt unsafe, and wanted to defeat that threat.
She then brought her anxiety to Adam and convinced him to eat the forbidden fruit as well. This was history’s first shit test, which Adam failed. Gaining knowledge of good and bad did not make Adam and Eve gods: instead, they became even more fearful.

Aristotle said that the highest and most noble pleasure for man is the desire for knowledge. But the Bible says that knowledge of good and bad (pleasure and threats) is useless if you do not have the courage to actually confront and defeat those threats. Without that courage, gathering more information will cause you to only become more anxious because now you know about more threats. When Adam and Eve gained knowledge of good and bad, they became afraid of everything. And interestingly, the first “threat” that Adam and Eve recognized was their own sexuality.

I think the Bible is correct. It is true that one of our strongest emotions is the desire for knowledge, but that desire is caused by anxiety. We gather information so we can keep ourselves safe from threat and figure out what to do, but information gathering often just makes us more anxious. Anxiety-induced information gathering is a useful tool for animals exploring a physical environment, but it is less useful for humans trying to navigate the abstract map of their life. If we freeze and try to “gather information” to determine what to do next in our life, we may stay frozen forever because the information we need may never come, and even if it does come, we may not have the courage to actually face the threats on our path. Sometimes in life you need to just go for it and leap into the unknown, and sometimes you need to do so without having adequate information. Many people stricken with anxiety endlessly ruminate and never come to a conclusion because they do not have the information to decide what to do next or because they know the right path but ignore it because they see the threats on the way.

At the same time, the unknown can contain potentially infinite pleasure, so we have a deep and powerful fascination with the unknown and the transcendent. No animal can survive without venturing into the unknown, so we evolved to want to explore the unknown and figure out what is going on in there. We always want to go beyond what we know, make the unknown “known,” and then go further into the unknown. In fact, the journey pleasure we get from venturing into the unknown is the strongest type of journey pleasure possible, because all the pleasure in the “known” world is finite, but the pleasure in the unknown is potentially infinite.

The strongest pleasure a human being can feel is the thrill of venturing into the unknown to create a future transcendent reality. Humans evolved to create things to guarantee ourselves and others pleasure in the future. But once our creations give us an easy path to pleasure, instead of enjoying it, we wish to venture into the unknown again. Humans inherently desire transcendence – the burning desire to go “beyond” whatever we have. This emotion is impetus for the human race’s insatiable desire to explore, innovate, and conquer, but as we will see, this desire is also the death knell for many friendships and romantic relationships.

We must venture into the unknown consciously and voluntarily, so we can create a path through it that reaches the pleasure but keeps us safe. Too much unknown overwhelms and cripples us because we cannot carve paths through it quickly enough to get to our goals. Too much order, we get bored. Humans literally evolved to feel best when exactly on the border of “chaos and order” as Jordan Peterson describes it. Similarly, “flow” occurs when we do something that lies just outside of our ability.

This desire to make order out of chaos is one of the strongest feelings that human beings can have. Humans love to find patterns in randomness, which is why we love music. When we hear a pattern in
a song two times, we get a quick jolt of dopamine if we hear it a third time. However, it is also this desire to find patterns that causes people to become addicted to gambling or make stupid investments in the stock market. When the blackjack table or the stock market changes in a way we feel is a pattern, we feel like that pattern will continue, which causes us to bet on it. But casinos and the stock market are not designed to follow a pattern, so betting on the pattern will cause you to lose money. In fact, I strongly suspect that casinos and the stock market are purposely designed to act randomly or in the opposite of the expected pattern, so that sophisticated investors and casino owners can bilk poor saps that feel like they have found a pattern.

Although humans’ strongest desire is to venture into the unknown, most people cannot do so because they are crippled by anxiety. As we will learn later, anxiety is alleviated by the alpha male.

**The Dark Side of the Unknown**

Although anxiety is always difficult to contend with, anxiety caused by the unknown is particularly crippling because your rational mind cannot help you. Your rational mind is an information processing machine, and can evaluate known threats or obstacles with information it previously gathered. But with no information our rational mind cannot help, which is why our emotions often take over when faced with the unknown. We also have no purpose routines that we can rely on for pleasure when faced with the unknown, so we are at the mercy of our negative emotions.

Most people that have chronic anxiety are generally anxious of the unknown, not specific, identifiable threats. People with anxiety disorders often have too much unknown coming at them from all sides and cannot create paths through it fast enough. Their boss is an unpredictable asshole, their girlfriend is unstable, their friends are shitty, their own behavior creates more problems for them that it solves, and worst of all, they are simply unprepared for all the problems the world throws at them. The more unknown they face, the more they are crippled with paralysis, so the less progress they make, so the more unknown they are faced with. It becomes a vicious cycle.

No situation is ever completely unknown. Most situations we contend with are a mix of known and unknown elements, so our anxiety of the unknown can latch onto real “facts” to justify our paralysis. Anxiety never says “don’t move forward because you fear the unknown and you’re a pussy.” Instead, it says “you should not move forward because of reasons X, Y, and Z,” and those reasons will sound perfectly rational and logical.

**Fear**

It is important to know the difference between fear and anxiety because fear, if harnessed correctly, can be an extremely powerful motivator.

Our subconscious mind will try to seek the clearest and easiest paths to pleasure, which often lead to things like drugs, pornography, and video games. Almost all higher purposes have at least some threat associated with them, and a purpose tinged with even a little threat may cause our subconscious mind to push us to take an easier path. Negative emotions like anxiety are generally stronger than positive emotions like journey pleasure, so we will give up on a positive reward like journey pleasure if there is even a little anxiety associated with it. This is why most people primarily chase lower pleasures rather than higher ones.

One way to force yourself to take the right path is to use fear. Fear is one of our strongest emotions, if not THE strongest emotion. Fear is even stronger than anxiety because fear indicates there is a currently present threat that will kill or destroy you if you do not immediately fight or run, whereas you feel anxiety when there is a potential, but yet unrealized threat. We will gladly run down a path
littered with potential threats if there is an actual threat chasing us down that path. In ancient times the Roman army would punish disobedient, lazy, and timid soldiers so harshly that it was famously said that Roman troops were more afraid of their commanders than the opposing armies, which is why the Roman army was so courageous and successful on the battlefield.

Our motivation is lowest when we see a threat blocking our way to the goal. It is highest when we see a clear path to the goal, and our fear is behind us, pushing us towards the goal. Therefore, if you are feeling unmotivated, or feeling motivated to do the wrong thing, you should create fear for yourself, either by focusing your thoughts and emotions on the consequences of not doing the right thing or by creating an abstract fear for yourself, like the fear of God. Without fear, you are prone to chase lower, easier pleasures rather than higher, more difficult pleasures.

Humans place disproportionate weight on pleasures and pains that will occur in the short term, and we wrongly discount pleasures and pains that may occur in the long term. If I have strong pleasure available to me now, but the pain associated with consuming that easy pleasure will not occur until much later, my emotions will incline me towards the easy pleasure now. This is all the more prevalent when the later pain is abstract and difficult to conceptualize. For example, if ignore my training to chase easy pleasure now, I will not see the pain of that decision until I lose the championship game, which may not occur until many months from now. To motivate myself to train hard, I bring that future pain to the present.

I am not saying that one should constantly feel the emotion of fear. The flight or fight response that fear produces is incredibly damaging and stressful on your body, and evolved to only be invoked in emergencies and for a brief period of time. If you have ever been genuinely afraid, like in a fight or a car accident, you know you cannot sustain that emotion for a long period of time. The fear that motivates is a rational understanding the short and long-term consequences of not pursuing the correct purpose, not an emotional response. For example, my industry is very competitive, and I know that if I do not work hard some upstart will take the top spot from me, just as I took the top spot in the past from the previous winners that became complacent. This is the same “fear” that causes me to not text and drive at the same time.

Arrogance and laziness are the result of too much unhealthy anxiety and not enough healthy fear. Arrogance comes from enjoying the pleasure that high status brings, and laziness comes from fear of the unknown. Arrogant lazy people enjoy feeling high status but fear the unknown, so they lie to themselves and others that their current purpose routines are good enough. But the world is constantly changing and the unknown is constantly encroaching, so you will eventually be defeated if you do not venture into it. A humble person doesn’t enjoy the pleasure of high status – he reaches for a higher pleasure – the pleasure of venturing forth into the unknown, knowing he will have to change his purpose routines to defeat whatever may lay therein.

Fear should not be your greatest motivator. Your strongest motivator should be the journey pleasure that comes from pursuing a grand purpose. But everybody is prone to becoming lazy and arrogant at some point, especially after we have accomplished something, so it is beneficial to have the ability to scare yourself to get back on track when necessary. Threat constantly surrounds us, and anxiety makes us reluctant to face that threat, so we sometimes need a stronger fear to force us to fight that threat.

Most people in the modern world are motivated by fear, not by any grand purpose. They may enjoy some aspects of their jobs, but the main thing pushing them to wake up and go to work in the
morning is the fear of losing their job, becoming homeless, and being rejected by their tribe, whatever that is. Journey pleasure is a rare and delicate flower that is hard to cultivate, whereas fear is a more solid and consistent motivator, which is why “self-motivated” people are so rare. In earlier times, people feared their father, their priest, their teachers, their society, their king, and their God, and this fear propelled them to pursue higher purposes. Nowadays, people fear dying and being homeless, and whatever their tribe tells them to fear (in LA, people fear being ugly, in SJW circles, people fear being called racist, etc…), so they are content with living a mediocre existence. The modern world makes a devil’s bargain with us: if we become a conformist slave, we will have nothing to fear. But by giving us nothing to fear, the modern world ensures we stay a conformist slave. This comfortable slave, who had no higher purpose, is Nietzsche’s “last man.”

The Alpha Male

The story I have told thus far sounds very grim. From this picture of human psychology, humans are timid little animals that only want pleasure, but are paralyzed by anxiety whenever we see a threat, so we stay in our safe little purpose routines that are absolutely guaranteed will bring us pleasure. The only time we can be motivated to stray out of our comfort zone is by fear. If I have been correct so far, it is not clear why all humans are not curled up in the fetal position crying right now.

The answer is the alpha male.

The alpha male supplies the tribe the courage to venture into the unknown and create new purpose routines. Throughout history, societies have worshipped their ancestors and mythological “heroes of old,” because those men “ventured into the unknown,” either physically or psychologically, and brought back new purpose routines that the tribe could use to get what they want. People are naturally scared of the unknown, but once the alpha male carves a path for us, we can follow that path with confidence that we can succeed, because we have seen others successfully follow it. Very few people, however, have the courage to initially jump into the unknown, which is why humans have traditionally held alphas, innovators, and explorers in very high esteem.

The Dynamics of the Tribe

Why must the alpha male venture into the unknown? Why can’t “regular” people do so?

Evolution, in its infinite wisdom, determined that a tribe was more likely to survive if it confronted challenges together as a unit, with the strongest member of the tribe at the head of the expedition. If every member of the tribe pursued their purposes individually with no regard to what the others were doing, there would be endless conflict and everybody would end up losing. A united tribe is much stronger than individual apes, and a united tribe can also better distribute resources to the most valuable and productive members of the tribe.

To ensure that the betas obey and follow the alpha male, evolution uses a carrot and a stick: the carrot is the fact that the betas can feel journey pleasure vicariously through the alpha male as he explores the unknown. The stick is that the betas feel intense anxiety whenever they consider doing anything that might offend the alpha male. The betas also feel depression after the alpha male kicks their ass and rejects them from the tribe.

The downside to this arrangement is that betas are constrained by anxiety from three sources: 1) known threats, 2) the unknown, and 3) the alpha male. I say “constrained” because the beta will not actually feel any anxiety if he obeys the alpha male, but he becomes awash in anxiety if he disobeys. If the beta obeys, a good alpha male will shield the beta from threats and the unknown. The beta will also never have to choose between equally appealing purposes because the alpha male will always
determine his purposes for him. In exchange for this protection and guidance, the beta must become
timid, conformist, and operate within a narrow set of purpose routines that have been created and
approved by the alpha male. That alpha male need not be a human man: it can be anything that
“feels” like an alpha to the beta’s subconscious mind: their father, their boyfriend, the media, God, or
society itself.

If the “alpha male” acts arbitrarily and abusively, the betas underneath him will feel all three of these
anxieties and become especially anxious, weak, and depressed. An abused beta cannot build positive
purpose routines for himself because the alpha is always a threat, thwarting whatever he does and
never rewarding him for good behavior. The beta will constantly try to figure out what he needs to do
to please the alpha male and contribute to the tribe, but he will never figure it out because the alpha
acts arbitrarily. Depression is a form of learned helplessness: just as you can create a purpose routine
in a rat that pressing a button will lead to food, you can induce depression in a rat by shocking it at
random intervals regardless of whether it presses the button. Once you cannot see the causal link
between your actions and the accomplishment of your goals, depression is sure to follow. And worst
of all, because the abused beta never feels journey pleasure, he becomes addicted to destination
pleasure, and he fears beginning any long-term project because he does not believe there will be any
payoff.

Because nothing he does seems to work at pulling him up from the bottom of the dominance
hierarchy, the abused beta feels depressed and worthless because he does not feel like he is
contributing to the tribe. He also becomes hyper-sensitive because he feels unable to defeat any
challenges, so every challenge, real or imagined, appears to him like it could be the end. He may also
spiral into “I’m a victim” thinking or conspiracy theories because he feels constantly oppressed and
unable to do anything about it. Depression is a pain response, so if you feel no journey pleasure or the
pleasure of having high status, you will be in constant agony. Freud also believed that humans a
“death instinct” – if our desire to conquer and create the world could not be expressed outwardly
(either through ourselves or vicariously through the alpha male), it would be redirected inwardly, and
cause us to want to kill or destroy ourselves.

On the other hand, people who grow up around good alphas become confident. The good alpha
creates purpose routines betas can use to successfully accomplish goals, and the alpha awards them a
higher status in the tribe for their successes. They are also more emotionally stable because they feel
journey pleasure, whereas damaged betas are like anxious squirrels that jump at pleasure at every
catch they get, because they do not know when it could come next. But even well-adjusted betas
have an inherent fear of the alpha and the unknown, which limits their possibilities.

I contrast damaged betas and well-adjusted betas because there are so many damaged betas in modern
society. Many families are abusive, but even people who come from good families are abused and
made to feel inferior by other “alphas” in society: teachers, bullies, the media, society, God, etc… In
fact, every major source of authority in the world has completely failed its followers in at least one
huge way in the past 50 years. The media happily encourages the “evil alpha” narrative because a
depressed, helpless population is easier to control than a confident one. Similarly, many women are
completely damaged because they have been abused in some way, either sexually or mentally, by the
men in her life. These women are often incapable of having a healthy relationship or following an
alpha male on a long journey, because every man she has ever met has proven himself unreliable or
not worth following. The “follow a man” purpose routine in her mind has been tainted with “not
worth it” or “too much pain for the expected benefit.”
Social anxiety is often caused by growing up around arbitrary and abusive alphas. People with social anxiety are trained to subconsciously see themselves as beta in every social situation, and see higher status individuals as a potential threat and source of “unknown.” Their subconscious mind associates social situations with “threat” and just being in a situation with strangers (who they automatically subconsciously view as being higher status than them) will flood them with negative emotion. People with social anxiety subconsciously think they need to “please” the other people in the interaction or else they will be punished, but they have no idea how to do so (especially if the others are strangers), so they feel anxiety.

**Masculinity and Testosterone**

What enables the alpha male to venture into the unknown and defeat threats when others cannot? Clearly, the alpha male is physically stronger and has more resources than betas, but the alpha male must have an emotional advantage as well so that he can overcome the anxiety that cripples others. This emotional advantage is caused by what I call “masculine energy” or testosterone.

Testosterone is a hormone that is linked to aggression and competitiveness. Women’s bodies make testosterone, but men’s bodies make about 10 times as much. Most physical features in men associated with masculinity, such as beards, big muscles, and male sexual organs are caused by testosterone. Just as journey pleasure is the opposite of anxiety, testosterone is the opposite of cortisol. The more testosterone in your body, the less cortisol, and vice-versa.

Testosterone is what causes men to confront, challenge, and try to conquer other men and nature itself. It is a wild, reckless hormone that is linked to taking unsafe risks and criminal behavior. Most prisoners are men because men have higher testosterone. Testosterone is also why boys are falling behind in school and society in general: because boys are more likely to confront authority figures they view as a “threat” and follow their own path, they will be punished by a society and a system that does not take into account their proclivities. If testosterone is not tutored and channeled into productive uses, it can be very dangerous, both for the individual and society. A man’s testosterone decreases as he ages, which is why younger men are more reckless and violent.

Evolution understood the danger of testosterone to the unity of the tribe, which is why betas have lower testosterone. Studies on human males have shown that before a competitive contest, both men show higher cortisol levels, presumably because they foresee a threat. Immediately after the contest, however, the loser shows lower testosterone, but the winner’s testosterone does not change. Lower testosterone has been correlated with depression and even suicide. Therefore, by decreasing testosterone, increasing anxiety, and increasing depression, evolution ensures that betas stay in their place and do not continue to cause problems for the alpha.

Despite the dangers of testosterone, somebody needs the courage to defend the tribe from enemies leap into the unknown and find new enemies to slay. Testosterone is what propels men into the unknown when there is no clearly visible path to pleasure and only potential threat. Testosterone is necessary because our rational mind and our anxiety circuits fail in the face of the unknown, so we need to dive into the unknown with wild abandon.

Of course, when taking any risk or jumping into any situation you must use your rational mind as much as possible, but your rational mind can only work with information. When you cannot get the required information, you sometimes just need to fucking go for it. Throughout history, men have done incredibly brave and daring things, often ending in death, but these men built the world we have now. If Christopher Columbus didn’t have the balls to try to cross the Atlantic Ocean, the United
States of America would not exist. Men who built and tested the early airplanes knew they might die, but it is because of those men that you can fly anywhere in the world within hours today.

It is amusing to say “pussy runs the world” but the truth is that testosterone runs the world. Without testosterone, everybody would be afraid to leave their house. Pussy is cheap and essentially valueless because it is destination pleasure and every woman has one, but a man that can properly direct his testosterone is an extremely rare and valuable commodity. Alpha males provide the most valuable thing in the world: the courage to venture into the unknown and pursue a grand purpose without anxiety.

**Confidence and Certainty**

The word confidence derives from the Latin con + fidens, which means “with faith.” Confidence essentially means the faith that you will succeed at whatever you are trying to do. We are all confident with respect to purpose routines we know will work because we know there are no insurmountable threats on the way. For example, we are all confident when we brush our teeth, tie our shoes, or play a video game we have beat a hundred times. But our confidence fails when we face the unknown or with a threat that we are not sure we can defeat. We can try to “believe” with our rational mind that we can defeat any threat that we face, but as we have discussed, our anxiety is stronger than our rational mind and often overwhelms it. Confidence therefore, must be an emotion as well as a rational belief.

What is this emotion? Testosterone. Confidence is testosterone. Confidence is the blind faith and irrational emotion that we can jump into the unknown and defeat whatever threats may lay therein. Confidence is what sets the alpha male apart from the betas, and it is the thing that woman seek in men.

Just as anxiety can be extremely harmful if not guided by our rational mind, confidence untutored by rationality can also be dangerous. Having testosterone is like having a gun in your back pocket. Some men lose their gun, some men forget they have a gun, some men are afraid to ever use their gun, and some men fire their gun at the wrong people and things and get fucked up because of it. But the man who can control his gun and fire it at the right things is deadly.

Your rational mind can use your confidence/testosterone when you are faced with anxiety and need a boost, but it must be strictly controlled. Of course, I just said that there will be situations where your rational mind will simply not have the information to make the right decision, but you must use your rational mind to process every single last bit of information you can gather, so the scope of your risk is as narrow as possible. A lot of “alpha” guys take insanely stupid risks that even a little bit of rational thought would have prevented. And just having testosterone will not make you attractive to women – lots of men have testosterone – it is the ability to control and use your testosterone skillfully that women are attracted to. Later in this article I will discuss how to use your rational mind to control your testosterone and anxiety.

Just as betas rely on the alpha male for their purpose routines, they also rely on betas for their confidence. Betas are crippled by the unknown and the possibility of threats, so the alpha must reassure them that the purpose routines that the alpha has created will be safe for the betas to traverse. If the “alpha” is weak, then the betas will be weak because they will have no confidence. Many betas are “confident” so long as they are on a purpose routine the alpha created for them, but they melt when faced with a completely new and unknown situation that their training has not prepared them for. There are many beta males and women that are very successful lawyers, intellectuals, and even
CEOs. But they lack the faith to leap into the unknown. There are many competent managers and executives that could easily quit their jobs and start their own companies and make tons more money, but they don’t solely because of anxiety. Many people are also great at their job but break down and become a sniveling mess when they are faced with anything genuinely unexpected or outside of their instructions.

I explained earlier that anxiety helps us decide between conflicting goals that both look appealing. Confidence, therefore, requires certainty of purpose: we need to know that we are doing the “right” thing and that there is no alternative path that is better for us to pursue. A non-confident man looks and acts timid, hesitant, noncommittal, and awkward because subconsciously he feels like he may be pursuing the wrong purpose, and there may be a better purpose he should be pursuing.

A confident man is completely congruent and focused, with no inner contradictions or disputes between his emotions. Because he knows he is on the path to the right purpose, his thoughts, emotions, and actions are all focused on that purpose, and is not worried, consciously or subconsciously, that he might be doing the wrong thing. Imagine I told you that there was a suitcase in the next room with a million dollars in it, there are no obstacles between you and the suitcase, and all you needed to do was grab it and it would be yours. Imagine also for the sake of this hypothetical that I was telling the truth and you genuinely believed me. With this knowledge, you would immediately leap to your feet and go grab the suitcase. You would not feel any anxiety, worry, or timidity. You would not think about it, ask anybody, care what anybody thought, or hesitate. You would leap to the other room with boundless enthusiasm and focus, with all of your thoughts and emotions focused on getting the money. You would be confident and certain because you know you are doing the right thing, there are no obstacles on the way, and there is no better thing you can be doing.

That feeling is confidence, and the goal is to translate that confidence to other parts of your life.

**How to Determine Your Purposes**

You must conceptualize your desires, purposes, and emotions as a pyramid, with “lower” purposes supporting higher ones. At the bottom of the pyramid are your lowest purposes: eating, shitting, having sex, staying warm, etc… Those purposes must be satiated so you can pursue your higher purposes: lifting, having a successful career, maintaining good relationships, etc… At the top of the pyramid your highest purpose, the purpose which all lower purposes support, is your desire to venture into the unknown, defeat the threats that lay therein, and create a transcendent future reality that is infinitely better than your current reality. I called this highest purpose the “Ultimate Transcendent Purpose.”

The Ultimate Transcendent Purpose is a transcendent ideal and by definition never achievable because no matter what you achieve, there is more to do. The Ultimate Transcendent Purpose contains within it anything else a human being could ever want or need. It is simultaneously the ultimate adventure and the ultimate destination. Because it is transcendent, it cannot be imagined by any current human mind.

Why should our top purpose be a transcendent, impossible, abstract ideal? Why should we not place as our highest purpose a concrete thing, like our career, our family, self-improvement, etc…?

First, there is nothing wrong with pursuing mundane purposes. In fact, it is necessary. But your ultimate, highest purpose which your mundane purposes support must be transcendent and lay beyond the unknown. Humans simply did not evolve to get excited by mundane purposes. For many
of you, pursuing the Ultimate Transcendent Purpose may not even change your day to day activity – the only difference will be that your psychological outlook on your life will change. You will still need to go to work, pay your bills, eat well, go to the gym, and have relationships – but none of these goals become a tool to ascend to something higher, not a false idol to worship. The Ultimate Transcendent Purpose is superior to a mundane purpose for the following reasons:

First, because the Ultimate Transcendent Purpose is the most valuable and pleasurable destination and because it requires venturing into the unknown, you will feel the strongest possible journey pleasure during its pursuit. And because the Ultimate Transcendent Purpose is not achievable, this journey pleasure will never end.

Second, if you pursue the Ultimate Transcendent Purpose you will always feel confident and certain of your purpose because you know you are pursuing the best possible purpose. You will never feel that nagging anxiety that you should perhaps be doing something else. You may run into obstacles or make mistakes in choosing your lower purposes, but because your highest purpose is the correct one, you will be able to quickly change your lower purposes without feeling like you have failed in your life’s mission and falling into a pit of depression and anxiety.

If your highest pursue is mundane and concrete two things may happen that will end your journey pleasure: 1) you will achieve your goal, or 2) your goal may become impossible to achieve. Both of these events will leave you anxious, depressed, lost, and at the mercy of your lower emotions, because your journey pleasure is no longer there to stabilize you and provide you a path to pleasure. You need constant journey pleasure in your life, and you cannot make your journey pleasure contingent on achieving this or that specific goal.

If you make your highest purpose anything lower than the Ultimate Transcendent Purpose, you will miss out on the delicate balance of purposes that makes human life worth living. If you make your career your ultimate purpose, you may ignore your children, if you make making your children happy your highest purpose, you may end up enabling their bad behavior, if you make your relationship your highest purpose, you may end up ignoring yourself, etc… Furthermore, you are making yourself a slave to a particular thing that can disappear at any time. Of course, there is nothing wrong with pursuing a career, a relationship, or children, but if you make that thing your highest purpose you make it impossible to switch gears if you are in the wrong career, the wrong relationship, or your children are bad.

I know a guy who dreamt of winning the World Series since he was 8 years old. He eventually become a Major League Baseball player and won the World Series in the 90s. It’s obviously an amazing achievement, but his life fell apart after he won the World Series because he had nothing else to motivate him. After he retired from baseball, he became an alcoholic and spent his time hanging out at nightclubs trying to fuck women based on his semi-celebrity status. He jumped from shitty job to shitty job, all the while being miserable because he had no purpose in his life anymore.

By fixating on the Ultimate Transcendent Purpose, you can easily switch lower purposes without falling into existential despair. The biggest failures in life are people that get overly emotionally invested in an unhealthy relationship, the wrong career, the wrong ideas, the wrong hobbies, the wrong friends, or the wrong mental states. Because they rely on those purposes for their pleasure, they cannot let them go when it would be rationally wise to do so. In my life, I have observed that the most successful people are the ones who can quickly and flexibly change course when situations change.
You will be able to ignore distractions from your lower purposes because your higher purpose will be so much more pleasurable. Furthermore, because everything we do is somehow contributing to the Ultimate Transcendent Purpose, we can at least hypothetically feel this journey pleasure at every moment of the day. All of our actions will take a more meaningful significance because not only will they contribute to a higher purpose, they will contribute to the highest purpose.

Pursuing the Ultimate Transcendent Purpose also lowers your anxiety because there are infinite paths to the top. If one path is closed off to you (for example, you get injured and cannot play professional sports), you can switch paths. But if the ultimate purpose in your life was to play professional sports, and you get injured, you have no choice but to fall into a pit of depression and anxiety until you find a new purpose to motivate you.

**Controlling your emotions**

A person who feels journey pleasure will find it easier to control their emotions and think rationally because they will have less anxiety and because they will not be tempted by destination pleasure as much. Journey pleasure is stronger than destination pleasure, lasts over a longer period of time, and does not require external “things” so feeling journey pleasure will free you from the tyranny of destination pleasure. Destination pleasure only lasts for the brief moment while you consume the pleasurable thing and then disappears when the pleasurable thing disappears. You feel destination pleasure while you eat the cake, have sex, or hug your friend, but that pleasure is temporary and requires the pleasurable object. Journey pleasure, on the other hand, is primarily mental lasts for as long as you are working towards your goal, so you can feel it anytime and anywhere. If you are building your business, you can feel journey pleasure as you work, as you eat lunch, and even as you have a few beers with your friends to wind down, because all of those activities are taking you towards your goal.

Journey pleasure is required for emotional stability and rationality. Humans are pleasure-seeking creatures, and we cannot think rationally if we are chasing one brief pleasure after another. But feeling journey pleasure satiates our desire for pleasure, and once we have a consistent source of journey pleasure we can make rational, long-term plans. Even people that enjoy journey pleasure need to feed their lower desires occasionally, but because their higher pleasures are satiated all of their thoughts and emotions are not directed towards satisfying their lower pleasure. To control your emotions, your lower desires must be satiated, and to feel satiated you must put each desire in its correct place in your hierarchy of emotions. Your desires never “turn off” so you cannot satiate them by feeding them. In fact, feeding them often makes them hungrier. Our desires evolved to be constant and insatiable to make up for anticipated scarcity. If a caveman came upon an opportunity to eat or have sex, he would eat and fuck as much he could because it did not know when the next opportunity would come. We can, however, reduce this feeling of scarcity by putting our desires into a schedule and routine. If you offer me food or pussy right now, but I know for a fact that I am getting some food or pussy later, it will be easy for me to resist. Otherwise, it will be hard.

Pursuing the Ultimate Transcendent Purpose will cause you to feel satiated because it includes within it all of your desires. If you make a lesser purpose your primary purpose, your other desires will revolt and demand attention. Imagine a businessman who has made his career his highest purpose and the night before an important meeting, a beautiful woman who is normally out of league begs him to go out and drink with her. The businessman’s conscious mind will say “I cannot go out, I must go to the meeting,” but his subconscious mind will say “I strongly desire this woman, and I may not be
able to get her by pursuing my primary purpose, so I should probably take this opportunity because I may not get another one.” A man pursuing the Ultimate Transcendent Purpose, however, would turn the woman down because he would faith that by pursuing his highest purpose, he would satiate his lower purposes as well. In other words, by incorporating his lower purposes into his higher purpose, he can control his lower purposes. He can also feel certain of his higher purposes.

Hypothetically, the alpha male is the most “rational” member of the tribe because he feels the most journey pleasure and the least negative emotion. The oversimplified saying that “men are rational and women are emotional” is wrong because there are plenty of beta males that are extremely emotional. A woman who has been taught a series of reliable purpose routines by a powerful alpha male can oftentimes act more rationally than a beta male that has few useful purpose routines and is riddled with anxiety and depression. Generally speaking, it is “easier” for men to be “rational” because they can generate journey pleasure easier, but many men, especially in the modern world, waste this natural advantage. You need more than an XY chromosome to act think and act rationally – you need purpose routines that will bring you journey pleasure to stabilize your lower emotions.

**Venturing into the unknown**

The most important aspect of pursuing any purpose is venturing into the unknown. Human beings simply did not evolve to pursue mundane purposes or stay within a predefined comfort zone. The middle class dream of “a house, a wife, and 2.5 kids” as the pinnacle of happiness is a lie that has left many people with regret, longing, existential anxiety, and mid-life crises.

Earlier, I said that you should conceptualize your purposes as a pyramid, with your lower purposes supporting your higher purposes, and the highest purpose of all being the Ultimate Transcendent Purpose. But you should also conceptualize each purpose as a combination of feeding some desire and venturing into the unknown. For example, if you lift weights, you should not just do the same workouts for the rest of your life. You should constantly learning new techniques, new workouts, and completely new approaches. You should also experiment with untested techniques and perhaps discover something nobody had ever known before. Similarly, if you cook, even if it is just a hobby, you should be constantly learning new recipes and new cooking techniques. Therefore, it is more accurate to conceptualize your pyramid of purposes as a pyramid of pyramids, with each smaller pyramid pointing towards the unknown in some way.

Of course, you cannot spend hours “venturing into the unknown” with respect to every single thing you do. You have limited time and energy, and there are certain fields and tasks that you are more well-suited to innovate in than others. But you must constantly remain open-minded and seek novelty wherever possible. Furthermore, before you can “venture into the unknown” you must master the known territory. If you showed up to jiu-jitsu class the first day and started making up moves you would get your ass kicked. There is a reason the alpha ventures into the unknown and not the beta. But it is this very possibility of venturing into the unknown that should motivate you to master whatever field you are in. If the reward for mastering a field is that you just know stuff a bunch of other people already knew, you will not want to do it.

**An Epidemic of Purposelessness**

Men and women in modern, industrialized countries are currently suffering from an epidemic of purposelessness, which in turn leads to depression, anxiety, suicidal thoughts, mental illness, bizarre behaviors and interests, political extremism, and addictions to cheap pleasures. I believe this epidemic of purposelessness is caused by several factors.
First, people in the modern world are paralyzed by existential anxiety because we have so many different opportunities open to us and no clear guidance as to which to pick. As I explained earlier, anxiety occurs when our brain is trying to choose between equally appealing goals. Because the modern world offers so much opportunity, but no guidance as to what a person should actually do, many people are stuck in “freeze and gather information” mode and spend all day on the internet mentally masturbating. In earlier times, people’s purposes were narrowly defined by society or thrust upon them by their caste/family/situation. Most people’s primary purpose was simply surviving. But in the modern world, we have complete freedom and infinite information, and no way of sifting through that information to determine what we should actually do. I think one reason mental illness most often manifests itself in a person’s mid-20s is because it is the first time in most people’s lives that they have no clear path to follow and nobody forcing them to do anything.

Even when people do select a purpose, they do so with hesitation and timidity because they are afraid that there might be a better purpose they could be pursuing. The pernicious lie of “do what makes you happy” causes people to flit from job to job, hobby to hobby, relationship to relationship, and even identity to identity, often abandoning any pursuit once they run into even the slightest amount of adversity. The media and entertainment industry worsen this problem by presenting to people an infinite array of lifestyles, ideologies, and alternative ways of thinking, causing people to constantly feel unsure of their purposes, beliefs, and even their own thoughts and feelings. As de Tocqueville observed, as freedom increases in liberal societies, people actually become more conformist because they have no idea what they should do or be, so they are easily manipulated into following the crowd.

Second, the great purposes that motivated people in the past are disappearing. Whatever faults religion and ideology have, they have the salutary effect of giving people purpose and certainty by closing off all avenues of doubt. But today most people have become disillusioned with religious, political, and nationalist movements, presumably because they have learned that those movements were, or have become, corrupt. People nevertheless have an innate desire for a grand purpose and a grand challenge, which is why they sometimes join extremist movements that claim society is about to imminently collapse (either because of immigrants, climate change, technology, conspiracies, etc…). This is why otherwise comfortable, well-educated, and middle-class people to join ISIS or become members of the alt right or the far left. Nevertheless, however, intelligent people don’t generally fall into that trap.

**Arbitrary Alphas and Modern Society**

Earlier I discussed how an alpha male that acts arbitrarily and unfairly can destroy the betas underneath him by riddling them with anxiety and depression. Part of the reason more and more people are becoming beta and awash with depression, anxiety, and hopelessness is because the “alphas” in our society have acted, and continue to act, arbitrarily or cruelly.

The modern entertainment-media-academic (EMA) complex has caused people to lose faith in all of the older “alphas” that they historically obeyed and relied on - the father, the mother, the church, and traditional culture. The EMA complex accomplished this feat by conducting a brilliant and relentless propaganda campaign that argued that these traditional alphas were corrupt and evil. Of course, it is true that traditional culture and religion were sometimes corrupt and evil, but the EMA complex replaced these alphas with something much worse - itself. In today’s modern society, the EMA complex performs all the functions of the “alpha male” in that it determines the purposes for the betas, rewards them for pursuing those purposes, and punishes them for deviating for those purposes. The state, corporations, and the financial system are simply instrumentalities the EMA complex uses
to accomplish its purposes.

But the EMA complex is not a good alpha – it acts arbitrarily and cruelly so that the betas stay depressed, anxious, confused, and helpless. Instead of teaching betas good purpose routines, the EMA complex instead teaches that destination pleasure is the pinnacle of a happy life. Many men in modern society think the point of life is to have a nice house, a nice car, and a hot wife (or fucking tons of bitches, bro). On the flipside, others completely opt out of a meaningful career to “follow their happiness,” which often means drugs, silly political activism, and shitty jobs. These hippies spend all day preaching “love,” “peace,” and “becoming one with nature,” but because they are not actually accomplishing anything with their lives, they are often just as addicted to destination pleasure as the professional guy whose only joy is buying expensive shit and eating at fancy restaurants.

Furthermore, both the right and left wings of the EMA complex subtly and implicitly sell a victim narrative and strongly imply that people will never be able to achieve any impressive purpose. The implicit message is “There is an evil cabal of nationalists/Jews/white supremacists/left wingers/right wingers/globalists/communists/capitalists that run the world, and you can do nothing about it because you are weak/oppressed/hated/unfairly treated, so just buy this stuff, get drunk, and vote for this candidate.” Mind you, they do not come out and openly say anything this obviously bleak – the EMA complex often sounds very hopeful in its explicit statements – but their goal is to subconsciously instill a feeling of hopelessness, and it often works.

As more and more individuals in society have learned to see themselves as beta, and act accordingly, a smaller and smaller group of alpha males has taken most of the power and money in society, oftentimes working in conjunction with the EMA complex to maintain and expand their power. Small businesses are being replaced with giant corporations that are controlled by these mega-alphas. Most men are simply not prepared to compete with these mega-alphas because our education system sucks, the EMA complex feeds men lies, and men simply never learn the discipline they need to compete at the highest levels. Because betas feel unable to pursue worthwhile goals, they focus on cheap pleasures and stupid goals.

Most people feel no journey pleasure at their jobs because their jobs are designed to be routine, simplistic, and provide no outlet for creativity or decision-making (those things are reserved for the alpha males). Furthermore, most people work for middle managers who act as arbitrary alphas (and are often just as afraid, unprepared, and miserable as they are), so people are in a constant state of anxiety that they will get fired, making it impossible for them for them feel journey pleasure. Because most peoples’ primary concern is keeping their head above water, their primary motivation is fear of the alpha male rather than the joy of actually accomplishing anything. Most people have no great ambition for their career or life, they just want to have a job and “get by,” without going broke and becoming homeless. The “alphas” in every industry enjoy all the journey pleasure, while everybody else is simply trying to not get destroyed by the alphas. It just takes one intelligent, hard working, disciplined, badass motherfucker in an industry to make everybody else’s life in that industry a living hell. Steve Jobs, Elon Musk, or Jeff Bezos, were each individually responsible for making thousands of their employees’ lives miserable (those guys were famous for being assholes), and those employees are the lucky ones who can say they worked at Apple or Amazon!

**Practical Advice**

So what should one do? While your ultimate goal, the Ultimate Transcendent Purpose, should
constantly lurk in the background, you need a practical plan of action for today, tomorrow, and next year.

The first thing you need to do is start creating sources of journey pleasure for yourself. You can start with small, short-term tasks that you can easily achieve to obtain “wins.” When I was at my lowest, I started with a small goal: to brush my teeth every day. That small “win” gave me the small dopamine boost that motivated me to tackle bigger and bigger challenges. To get these consistent “wins” you need a predictable, structured routine with opportunities for these repeated wins.

Instead of seeing your job as a miserable chore, you should begin to view your job, and everything else you do, as just a stepping stone in your journey to something greater. Your work today may suck, but you are learning skills, saving some money, making connections, and figuring out your next move. If you have a shitty boss, figure out what makes them tick (it is usually narcissism and a desire to pass off their work to somebody else), and then suck up to them so that they like you.

If you absolutely cannot feel journey pleasure or “venture into the unknown” at your job, you should engage in activities outside of work that bring you those things. Teach yourself a valuable skill that can help you with your career, begin a long-term fitness program, and/or begin some creative endeavor where you can work at your own pace without some alpha looking over your shoulder and striking you with anxiety. If you can do all three of these things, all the better. My job often requires me to undertake long-term projects that do not pay off for months or even years, so writing the Woujo blog gives me small “wins” that keep me gassed up with journey pleasure.

Eliminating Anxiety

The key to eliminating anxiety is planning.

To reduce your anxiety, you must reduce the threats in your life, eliminate conflicts between your goals, reduce the amount of uncertainty and “unknown” in your life, and attack the remaining unknown voluntarily, rationally, consciously, and with a plan. To deal with the unknown, you must gather information, calculate a series of paths based on that information, and then “test” those paths to see if they are “correct.” Although this process of venturing into the unknown is the highest thing a man can do, you will become overwhelmed with anxiety if you are bombarded with too much unknown in your life. Your conscious mind has limited bandwidth, so it can only transform a certain amount of “chaos” into “order” at one particular time.

For example, if things are going well in your life but you get fired from your job, you will feel a little anxiety but you will probably be able to formulate a plan to get a new job and successfully carry out that plan relatively quickly. But if you simultaneously get dumped by your girlfriend, get fired from your job, and feel a bunch of other uncertainty in your life, you may become paralyzed by anxiety and unable to do anything.

Planning helps eliminate anxiety because your brain only feels anxiety when you actually start moving towards your goal. But if you take some time to calculate a plan to get to your goal before you start moving, your mind can think clearly and unclouded by anxiety. In this clear, rational state of mind you can rationally analyze potential threats in advance instead of suddenly finding yourself faced with those threats in the middle of your journey. By planning you can also calculate routes that will avoid known threats, and plan your journey with the anticipated threats in mind, so you will feel less anxiety when you actually start to traverse this path. Of course, there is always a possibility that random threats will pop up out of nowhere and surprise you, but the more certain you can feel about your paths, the less anxiety you will feel, and individual threats will not be as crippling.
This planning cycle sounds so simple and obvious as to not be worth discussing, but it is actually very difficult to implement. You must reduce uncertainty in your life as much as possible, so that you can use the precious, limited power of your conscious mind to tackle challenges that actually matter. You should create long-term plans for your life and short-term plans to support those long-term plans. On a micro level, you need to create a predictable routine for your daily life. You also need to eliminate unnecessary sources of uncertainty and negativity in your life, like shitty friends, bad habits, a dirty house, addictions, and internet worm-holes, because your brain views these sources of negativity and uncertainty as threats, and if you are not voluntarily and consciously confronting these threats, they will induce anxiety in you.

Because most people are playing whack-a-mole with problems and threats in their life, they rarely get the opportunity to sit and rationally think about what they are doing. Ideally, you will set some time aside to rationally analyze every single thing you do. What are you eating every day? What small changes could you make that would make you healthier? How are you wasting your time on the internet? Why are you working at your job? What better opportunities may exist for you?

We also feel anxiety when we are unsure that we are on the right path. This is one situation where anxiety can help you – if something is giving you a nagging feeling of anxiety, you should reflect on it because your anxiety may be correct. Anxiety can cripple you, but it is also can be very helpful, because your subconscious mind can process tons of information that your conscious mind may have forgotten. Sometimes you will feel a powerful compulsion pulling you to do something, but anxiety will be that small voice in the back of your head telling you to do something else. Sometimes you need to listen to your anxiety, but as I have made clear, you must analyze your anxiety rationally. When people ask me what they should do with their life, I tell them to listen to their anxiety because it may be telling them something. They may be at a job that is not adequately utilizing their talents, or a place with a threat that may one day destroy them, or they may be trying to pursue two incompatible goals at the same time.

The best thing most people can do to reduce anxiety is to eliminate conflicts between their goals. Because of the infinite possibilities and desirable things in the modern world, many people are pulled in a thousand different directions and find themselves pursuing purposes that conflict with each other, creating anxiety. Your purposes should support and help each other, not fight each other. Again, harmonizing your goals is much easier said than done, because you may have to sacrifice things you really enjoy doing or value. You may also need to stop following your “dream,” at least for now, for the greater good of your life.

The biggest conflicts are caused by our addictions and other desires that we cannot control. Most people “know” the right path for them, but they cannot resist partying on weekends, eating shitty food, getting into bad relationships, etc… Controlling your vices is a difficult task that deserves its own article, but I will focus here on your hierarchy of purposes. The only thing that can defeat an emotion is a stronger emotion, so the only way you can control your vices is you have a stronger pleasure available to you. This stronger pleasure is journey pleasure.

To feel journey pleasure and to eliminate anxiety you must feel like you can defeat the threats that lie in your path. Acting and feeling like an alpha male helps to a degree, but all humans are subject to the visciditues of the universe and powers that are stronger than us, so to genuinely feel like you can overcome any challenge, defeat any threat, and succeed when venturing into the unknown you must have the correct beliefs about the universe. These beliefs must also be instantiated in your emotions somehow. You can do this with faith, prayer, psychedelic drugs, or philosophical investigation. You
can also look up to great people who came before you for inspiration, but beware: if you are going somewhere that nobody has gone before, there may be nobody to look up to.

Maintaining the correct beliefs about your ability to conquer the universe is much easier said than done because your subconscious mind is designed to think negatively to protect you from threats. You can read all the inspirational and motivational books in the world, but meanwhile your mind will subconsciously be tagging various purpose routines as negative. The negative aspect of our subconscious mind also secretly influences our conscious mind, planting negative beliefs in our minds that appear “rational” to us. Many of you have years of negative beliefs that have accumulated in your mind, and to feel motivated again you must bring each of these beliefs to light and “clean” them in the light of positive emotions and beliefs.

I do not have the space here to describe every belief you need to replace, but here are two important ones: First, you must believe that the world is governed by rational rules, that you can understand these rational rules, and you can use these rational rules to get what you want. Your subconscious mind will constantly try to make you feel like some things are just impossible, and that feeling will often appear to be supported by the facts. But success in every field basically requires consciously taking certain steps, and to learn what those steps are, you must rationally analyze the universe and learn what the relevant rules regarding those steps are. Second, you must not feel oppressed by any alpha male. Most peoples’ depression and anxiety stems from a fear of the tribe’s alpha male, and those feelings persist even when there is no actual alpha male. Even if you are being oppressed by your boss, your father, or the President of the United States, you cannot let yourself FEEL like a beta. You should remain humble, and you should sometimes act like a beta when it is necessary (for example, at work), but you should realize that the primary thing that cripples most people is the fear of the alpha male, even if they do not realize it.

**Conclusion**

By putting journey pleasure at the top of our hierarchy of purposes, I do not mean to say that life is merely an animalistic search for pleasure. Life will offer suffering and long stretches where a person will not feel any journey pleasure, and those periods have advantages as well: they build character, they provide good things for other people, and they prevent worse harms from happening. But in the final analysis, a person must have some motivation to keep them going, and that motivation must ultimately point to something desirable. Some people would call journey pleasure “hope” or “meaning” rather than “pleasure” because people normally associate the word “pleasure” with lower pleasures like eating or sex. I prefer to use the word pleasure to emphasize the fact this feeling is tired with our biological motivational systems.
The Purpose Series (Part 2 of 3) - How Women are Attracted to Men with Attractive Purposes

December 15, 2019 | by Woujo | Link | Original Link

Introduction

This article is the second part of a 3-part series. Part 1 discussed why a man’s purposes are the most important things in his life and why they also bring him the most pleasure. Part 1 also discussed how a man’s confidence pushes him towards his purposes and anxiety pushes him away from his purposes. Part 2 will discuss how a woman’s attraction to a man is centered on his purposes, which in turn create his emotional experience and his reality. Part 3 will discuss how a man can manage his ego to maximize the pleasure he receives from pursuing his purposes and minimize his anxiety.

What are Women Attracted to?

Most men cannot answer a simple, yet extremely important question: what exactly is it about men that women are sexually and romantically attracted to?

Most men would say that women are attracted to good looks, height, a big dick, social status, money, and cool stuff like cars and houses. Obviously women find these things attractive, but it is clear that these things by themselves are not enough to build real, sustained attraction over the long term.

Sometimes men say that women are attracted to men who are alpha, confident, intelligent, “nice” or have a good “personality,” but those answers are usually not helpful because they just create deeper questions: what exactly does it mean to be alpha, confident, nice or intelligent? All of these answers contain some truth but miss the primary thing women are attracted to.

The most attractive aspect of a man to a woman is the emotional experience he enjoys. What HE enjoys, not what SHE enjoys. Women obviously also want to experience positive emotions, but there is a hard ceiling on how awesome a woman’s emotional experience can be, which is why she prefers to enjoy the man’s emotional experience vicariously through him, as if she was experiencing his reality through his emotions. It’s a bizarre quirk of human nature, and the strangeness of this concept is why most men completely misunderstand women.

By “emotional experience” I mean the totality of the emotions a person experiences, from your lowest emotions (your desire to eat, shit, and scratch your butt) to the highest emotions (your desire to learn about the universe, have deep relationships with people, and venture into the unknown). The pinnacle of an attractive emotional experience is the pleasure that comes from pursuing desirable purposes (what I call journey pleasure), and not the feeling of actually consuming the fruits of the journey (destination pleasure). It is the difference between journey and destination pleasure that most men do not understand, and why they think they can attract women by buying them things or doing them favors.

To create an attractive emotional experience for yourself you must have confidence, which is the feeling that you can easily make progress towards your goals and that nothing can stand in your way. Confidence is the firepower you need to feel journey pleasure, and is essentially the feeling that you can get whatever you want, whenever you want, nothing can stop you, and that you are pursuing the best possible thing you can be pursuing. Anxiety is the opposite of confidence, and occurs when your subconscious mind feels like 1) there may be a better purpose you could be pursuing and 2) your journey to your current purpose might be thwarted because of threats or obstacles on the way.
Because confidence is the primary ingredient for an attractive emotional experience, it is the most important trait women look for in men.

Women can also pursue desirable purposes and feel journey pleasure, but their ability to do so is greatly hindered by the fact that they naturally feel much more anxiety than men, which means they naturally feel less confidence, which is why they prefer to vicariously feel a confident man’s journey pleasure, which is stronger and more consistent than hers. Having anxiety is like living in a physical and psychological prison that cripples you when trying to pursue things you want and makes you a slave of what others think of you, which is why women want to psychically step out of their own body and fly on the alpha male’s wings. In addition, humans did not evolve in a world with police, guns, or jails, so women have a strong, constant emotional need for an alpha male to keep them safe and hunt down future resources for them outside of the tribe’s territory. Even though these emotions make less rational sense in the modern world, women still have those emotions and are still strongly attracted to confident men who hunt down desirable targets. The larger, more difficult, and more desirable the purposes you pursue, the more attractive you become.

To provide an attractive emotional experience for women, a man must create an attractive emotional experience for himself first, which requires him to insist on following his own purposes rather than the purposes of others. “Holding frame” is the alpha male's insistence that his purposes are the correct ones. A man does not hold frame by forcing his purposes on others, but rather by sticking to his purposes with laser focus and only paying people attention who help him pursue those purposes. And if a woman chooses not to pursue the alpha male’s purposes, that is her loss – she is just stupid. It may sound counter-intuitive, but the more of your thoughts and emotions you dedicate to your own fun and following your own purposes, the more she will feel attracted because your “selfishness” causes you to enjoy a superior emotional experience, which will in turn allow her to vicariously experience a superior emotional experience.

The feeling projected by an alpha male, and the feeling that betas wish to vicariously experience, is the feeling Mike Tyson feels when he knocks out his opponent, when Eddie Van Halen rips a guitar solo in front of thousands of screaming fans, when firefighters walk into the burning World Trade Center on 9/11, when Elon Musk invents some new technology that changes the world, or when Michael Jordan hits the game winning shot and cry tears of joy as he hugs the championship trophy afterwards. People enjoy watching those men in action because they place themselves in the shoes of those men and feel the confidence, power, and ultimately joy of those men vicariously through them as they pursue their grand purposes. Because those men have cultivated the conquering emotion with regard to the at least one of their primary purposes, they can also carry around that emotion to other aspects of their lives, which is why people like being around somebody like Mike Tyson even when he is doing something mundane like eating dinner or going bowling. But even those great men sometimes sacrifice their own emotional experience to make women happy and lose the thing that is most attractive about them. Each of the men I mentioned in this paragraph is or has been considered one of the top “alpha” males in society but each has also been treated like shit and taken advantage of by women for acting beta.

To create an attractive emotional experience, you must consciously and rationally determine your purposes, rather than let your emotions or other people determine your purposes. You must also order and prioritize your purposes correctly so that each purpose has the correct amount of space and importance in your thoughts and emotions. And most importantly, you must feel like your purposes are “correct” such that doubt and anxiety do not cause you to deviate from them. The universe is
constantly trying to distract you from your purposes, and you must stand steadfast in the face of these
distractions – especially if they come from women. Women evolved to carefully analyze men’s
thoughts and emotions and can often determine what your purposes are when even you cannot, and
the moment they suspect the hunt is compromised and you are being distracted, even by them, they
start looking elsewhere.

Your purposes create your reality, so when a woman adopts your purposes and your leadership, she
enjoys your reality as if she stepped into a virtual reality game where you are the hero. A woman who
emotionally invests in an alpha male often acts like a little child in an amusement park because her
reality is a constant joyful adventure towards desirable goals with nothing to fear or be anxious about.
The world is a beautiful place, but most people live in a miserable reality because they feel like there
are obstacles to the things they want. But those obstacles melt away in the alpha male’s reality, which
is why people want and should want to live in his reality rather than their own. Women obsessed with
an alpha male often compare it to a religious experience because being in his presence makes her feel
like she is in a higher reality where there is complete abundance, joy, and no anxiety.

Anybody can create an appealing emotional experience for themselves for a short time. A nine year
old girl can snort a line of cocaine or buy a ticket to Disneyland. The challenge, however, is to sustain
that emotional experience in the face of potential threats and distractions, so that you continue feeling
joyful and confident no matter what anybody else does or says to you and no matter what happens to
you. It is this solidity, immovability, and ability to draw boundaries to protect their emotional
experience that women are seeking in men – they want to make sure the virtual reality game they
have stepped into is “safe” and free from threats. And to check if you have this solidity, women will
try to attack and destroy your emotional experience from every angle to see if you can continue to
maintain a joyful emotional experience. If she can destroy your emotional experience, then she will
feel like anybody can. Furthermore, humans evolved to view reality as a battle of wills and a struggle
for power in the dominance hierarchy, so if your word is not law in your reality then somebody else’s
word is law. And if your word is not law, then she will subconsciously feel like you cannot pursue
your purposes, which means that you cannot guarantee an enjoyable emotional experience.

To vicariously experience your emotional experience, a woman must feel accepted by you. In fact,
the desire for acceptance by the alpha male is one of the strongest human emotions, because without
acceptance by the alpha male we are left in the jungle alone with no protection. But women evolved
to only feel accepted by the alpha male after they positively contribute to his emotional experience.
This means she must take meaningful steps to gain your validation, and only afterwards can you
provide it to her. If you try to “accept” a woman when she has done nothing to deserve it, she will
either feel like you are not really the alpha male, or that your acceptance is fake. You must protect the
quality of your emotional experience with your life because women are attracted to you because of
your emotional experience, so if she can ruin your emotional experience, not only will your reality be
less enjoyable, she will lose attraction to you.

The predominant emotion in an attractive emotional experience is joy. Joy is THE emotion women
are attracted to because it is the culmination of all of the other emotions coming together in a
harmonious and satisfied way. A man feels true joy when his lower desires/purposes are satiated so
he can focus his thoughts and emotions on venturing into the unknown to transcend his current reality
and create a superior future reality for himself and others. Think about the most fun you have ever
had: you weren’t worried about you had enough food, or shelter, or money, or that somebody was
going to kick your ass, so you could focus your thoughts and emotions on your highest purposes:
your sense of wonder, your sense of curiosity, your sense of adventure, your sense of accomplishing something valuable: that is joy. Because the alpha male is uniquely suited to feel joy and to spread that joy to others, he is uniquely attractive.

It may sound cheesy or gay to say that the pinnacle of an attractive emotional experience is joy. Most people think of an alpha male as serious, angry, aggressive, stoic, or mean. Certainly, the alpha male must be able to embody those traits when necessary, but the ultimate reason for deploying those traits is to obtain joy. Similarly, the purpose of money, status, material things, and everything else is ultimately to feel joy. It is a sign of the beta-ization of our society that the ideal man is depicted as gloomy, aloof, angry, or “hard”. Throughout most of history, a “real man” has been portrayed as a simple dullard who works his ass off and sacrifices his own enjoyment for others. That man is not the alpha male; he works for the alpha male.

The Ideal Emotional Experience

The ideal emotional experience for a man to experience depends on three primary factors, each of which depends on the others. First, you must feel safely, warmly, and permanently accepted into the tribe, as if there is no chance you will ever be rejected. The alpha male is the top-ranking member of the tribe, so not only is his status unquestioned, he can reject others at his discretion, which means that everybody must follow his lead or suffer rejection. Second, because you enjoy a privileged position in the tribe, you have privileged access to all of the tribe’s resources, including food, money, sex, and anything else you could ever want. In the ideal emotional experience, you are a member of the perfect tribe, which means that the tribe has everything and anything a person could ever want or need. Third, because you control all the tribe’s resources and can give orders to the rest of the members of the tribe, you can focus on doing what is most pleasurable to you or anybody else: confidently venturing into the unknown to defeat challenges, obtain new resources, and create a superior future reality for yourself and others into the tribe. I call this pleasure “journey pleasure.”

If you can induce these three emotional states in yourself, you can feel like the alpha male and you will act accordingly. Inducing this emotional state, however, is difficult and may require meditation, study, self-analysis, therapy, successful accomplishments of goals, and other spiritual work. To make matters worse, even if you induce this emotional state in yourself for a short while, it is always liable to be wrecked if you are faced with a difficult challenge, if you are rejected by somebody, by biological factors, etc.… You need, therefore, a way to quickly bring yourself back up to emotional speed, especially if you are mid-interaction with a girl. I discuss how to induce this emotional state later in this article and in Part 3 of this series.

Journey pleasure is the highest pleasure humans can feel because, from an evolutionary perspective, the most important thing an archaic human being could do was to venture outside of the tribe’s territory, kill enemies, and hunt down animals for food. Everything about a human being’s body and mind was designed for hunting, and we feel our highest pleasure when hunting a resource-rich target. The power of this emotion is even apparent in modern society: most popular sports involve defeating some kind of rival (sometimes in physical combat) and hurling a projectile into some kind of goal. The plot of almost every movie and play involves a man defeating a challenge to get some resource, and usually the resource is a beautiful woman. Because journey pleasure is the strongest and most exciting pleasure a human can experience, I believe it is also the raw, unfiltered “thing” that women are most attracted to.

A man who has achieved these three primary prongs has fulfilled all his emotional wants and needs,
so he can feel the highest emotion of all: joy. Joy is the feeling that we are making continuous progress into the unknown to fulfill our desires in novel ways, and we can only feel joy when our lower desires are satiated. When a man perceives obstacles on his path he feels anxiety, so joy requires feeling that any obstacle can be overcome. That is why, at least at the very beginning of every interaction with a woman, you must exude unfettered joy. Even if there is something negative and shitty you can talk about – don’t – the most powerful thing you can provide her is positivity. An extravert, by the way, is just a person whose subconscious mind naturally feels positive emotion in social situations because it feels like it can get the things it wants from the interaction (and in general). Conversely, an introvert feels negative emotions (neuroticism) in social situations because it feels like the paths to the things it wants are blocked by threats. Psychologists define happiness as just extraversion minus neuroticism. People who are energetic and excited in social situations feel like they have a clear path to the things they want from other people, whereas people that are timid, low energy, and feel drained by social situations feel like other people represent a threat to them that they cannot overcome.

Your challenge is to be able to “trick” your subconscious mind into feeling that the paths to the things it wants are open, just like an alpha male would feel. To do this, you must build an “inner world” that you can use to “delude” your subconscious mind into feeling these emotions. If you are tall, rich, famous, and women throw themselves at you, your “outer world” will cause your subconscious mind to create these emotions, but if your outer world is not there yet, you can use your inner world to “trick” your subconscious mind into producing the right emotional experience. I discuss how to do this in Part 3 of this Series.

Venturing into the Unknown

Journey pleasure is strongest when one ventures into the unknown because it is wired into our genes to understand that all “new” resources must come from the unknown. If we stay within the confines of the tribe, we will only have access to the existing resources, all existing resources will eventually be consumed. The unknown, however, provokes deep anxiety within humans because 1) it is full of potential threats and 2) it is full of infinitely appealing paths, so it is not clear which path one should take.

The individual best equipped to venture into the unknown is the alpha male because 1) he is the most capable, both physically and emotionally, of overcoming threats, and 2) he can provide certainty to himself and others that he is on the “right” path. Evolution determined that the tribe will be more successful if it ventures into the unknown and faces threats as a unit rather than as a set of individuals each doing their own thing. Because the alpha male is most capable of venturing into the unknown, evolution wires betas to follow and obey the alpha male, to let the alpha male lead the way, and to give the alpha male superior access to the resources of the tribe. In return, the alpha male provides the betas protection from the dangers of the unknown and resources in proportion to what they have contributed to the tribe. The most important resources the alpha male provides, however, are two “meta-resources”: 1) protection and 2) the ability to venture into the unknown to go get more resources. These meta-resources are much more important than any other resource, which is why women are not impressed with guys who buy them things – they don’t care that you can give them a banana, they want the man they feel can protect their current banana stash from thieves and get them infinite future bananas in the future.

Anxiety causes us to freeze and slowly gather information about the unknown until we see a clear
path through (this is partly why anxiety causes you to ruminate so much). However, sometimes the additional information is just not there and you need to jump into the unknown with wild abandon. Only the alpha male has the emotional fortitude to jump into the unknown like this because he has more testosterone than anybody else. Testosterone is the chemical that makes men competitive and want to do wild, reckless things. It is usually dangerous to do wild, reckless, things, but sometimes when facing the unknown that is your only option.

You can think of the tribe’s territory as a physical place surrounded by boundaries: these boundaries are invisible, enforced by the emotions of the apes in the tribe, but the betas often instantiate their emotions in the physical world by actually building physical boundaries or walls. Evolution keeps the betas within these walls by making them feel strong anxiety whenever they even think of leaving the territory to venture into the unknown. At the same time, evolution causes betas to want to obey and follow the alpha male using a carrot and a stick. The carrot is that venturing into the unknown is the most emotionally appealing thing a person can do, so betas can enjoy that experience vicariously through the alpha male. Oftentimes a beta fuses his own mission so deeply with the alpha male’s mission that he loses his own identity and just sees himself or herself as an appendage of the alpha male. The stick is that beta evolved to feel crippling anxiety whenever they feel they might do something that would upset or offend the alpha male. The alpha male decides who is accepted or rejected by the tribe, so if the betas do not play their role, the alpha male can reject them, leaving them in the jungle alone and unprotected.

Humans also emotionally conceptualize the walled territory abstractly (a human is just an ape that can think abstractly). Your “comfort zone” is essentially the walled territory, and you conceptualize everything outside of your comfort zone as the unknown. If you leave your comfort zone you feel anxiety, whether it involves getting a new job, getting a promotion at your current job, moving to a new city, approaching a woman at a bar, or even exploring a new idea that contradicts ideas you are comfortable with. Humans are resistant to change because it makes them feel like they have left the “territory” where they are safe and protected by the alpha male. This is why feminists often demand that men “encourage” (give courage to) women to do things that women traditionally have not done. When interacting with a woman, you must read her and determine what her “walled territory” is. In other words, figure out who she IS. Then, you excite her and build attraction by leading her out of the walled territory into the unknown in a controlled way. For example, if she is interested in philosophy, you can build attraction by having a conversation with her about philosophy that is slightly beyond what she can do normally by herself. If she has a stupid opinion about philosophy, you can challenge it, but do it in such a way that she continues to feel accepted by you: the last thing you want to do is pull her into the unknown and make her feel abandoned there.

Humans become bored the moment there is no unknown left to explore. The desire for the unknown is why people “want what they cannot have” and why “the grass is greener on the other side.” It is also why a woman married to successful businessman will fantasize about slumming it with broke rappers and why people with nice houses with big lawns and beautiful kids have mid-life crises. The desire for the unknown is the source of all human innovation and creativity, but it can also lead to insanity and useless wandering down meaningless and dangerous paths. Worst of all, the desire for the unknown can lead to serious problems in relationships, as we will discuss later in this article.

Practically speaking, you can “venture into the unknown” by creating art, consuming art, learning stuff, overcoming your own limitations through self-improvement, solving problems in your life, being curious, growing in your career, or just walking through the world with an open mind and
absorbing everything. In social situations with a woman, you can "venture into the unknown" by engaging in challenging, interesting conversations where you both learn something and/or solve some problem together, consuming mind-expanding art, exploring a city together, violating social norms with respect to behavior and opinions (in a good way), having new experiences like trying new food, challenging each other by making fun of each other, playing competitive games with and against each other, engaging in some kind of self-improvement together, etc...

You fail to venture into the unknown by having boring, mundane conversations, by focusing on your lower pleasures like eating and video games, by letting her take the lead and take the conversation into boring and stupid territory, by doing mundane, repetitive things that she has done a million times, and by acting fearful and anxious. If you talk, dress, and act like every other guy, and hold a series of narrow-minded and conformist opinions, and show a strong fear of doing anything that violates social norms or her "rules", you will not represent the "unknown" to her.

To remain on the cusp of the unknown you must remain dynamic and be constantly ready to change the subject of conversation, leave the situation or suggest that you and her go somewhere else and/or do something else, or just do and say anything that pops into your head that will make the interaction fun for you again. There is no rulebook for how to do this; you must do what is fun for you at that moment, whatever it is. If you feel the interaction dying or slowing down or becoming boring, it is your responsibility to do something to make it fun again. Most guys let interactions go to shit just because they are happy to be in the presence of a hot girl. If your only option is to leave her, it is better to do that than to suffer through a shitty emotional experience; once she sees that you are willing to defend your emotional experience at all costs, she will be more attracted to you, more willing to emotionally invest in you, and more willing to let you take the lead the next time you come back and give her a second chance.

**Ordering your Emotions**

The ideal emotional experience is a pyramid where the less important emotions (eating, fucking, staying warm) support the higher and more important emotions (hanging out with your friends, expanding yourself intellectually, accomplishing goals). The less important an emotion, the less precedence and time you give to them. The pinnacle of this pyramid, the purpose that all lower purposes support, is venturing into the unknown to pursue the Ultimate Transcendent Purpose. The Ultimate Transcendent Purpose is the creation of a future reality that is infinitely better than the current reality in every way. It is an impossible goal, which means that you will never run out of journey pleasure as you pursue it.

The alpha male has perfect abundance, which means that he can fulfill his lower emotions at any time. His attitude towards lower pleasures is “yes, I enjoy sleeping, eating, and fucking, but I can get those things whenever I want so I don’t worry or even think about them.” Because his desires are ordered correctly and he can fulfill them whenever he wants, the alpha male consistently feels a calm, disinterested, almost humorous, satiation and contentment about most things, the same way you feel most of the time about cheeseburgers. The only desire of the alpha male that is not satiated is the feeling of venturing into the unknown, which is fine, because venturing into the unknown is our highest purpose.

Human beings innately “know” what the ideal emotional experience is, and we just feel right when our emotions are correctly prioritized. Unfortunately, most people cannot maintain this prioritization because they feel scarcity, so they place that particular desire at the top of the pyramid. Obviously,
many men feel scarcity with respect to sex so they put sex at the top of their pyramid. Putting sex, or any other lower desire, at the top of your pyramid, is unattractive to women for several reasons: 1) you are no longer focusing on venturing into the unknown to pursue grand purposes, which is the most fun thing you can be doing, so your emotional experience now sucks, 2) you are showing that you are not satiated with respect to your lower desires, which means that your emotional experience sucks. If you were around a guy who was constantly talking and thinking about eating food, and was constantly desperate to eat, you would think he was either starving or mentally ill. In either case, you would not want his emotional experience. Eating food is great, but it is objectively not the highest part of your emotional experience.

Women evolved to constantly scan your thoughts and emotions to determine whether it is worth vicariously experiencing. Women can therefore “sense” if your emotions are ordered properly. If not, they lose attraction. When women complain about the men in their life they usually complain that the guy is over-prioritizing some purpose the woman thinks is stupid, like video games. They also complain that the man is not ambitious enough, which is code for “his highest purpose is not impressing me.”

There is nothing wrong with desiring sex, discussing sex with women, and even telling a woman you want to fuck her. In fact, women want a man who is confident and in control of his desires and lose interest if you try to present yourself as a harmless, asexual dork. But sexual desire becomes “creepy” when wrongly prioritized. “Creepiness” is just emotional over-investment in a particular emotion, and you over-invest in something when you place it in the wrong place in the hierarchy of your emotional experience. If somebody spent more than 4 hours a day worrying about how good his shits were, you would think he was creepy. Therefore, when you talk about sex, you should talk about it as if it had the same importance and emotional weight and importance as eating lunch.

I used to wonder why women only wanted to have sex at the “end” of the night. Why can’t we have sex at the beginning of the date and go out to dinner and a movie after? Why do I need to have a conversation with you and pretend like it is interesting? Like most guys, I assumed that women would not have sex with you until you “proved” that you liked them, and you prove you like a woman by doing things for them, like buying them dinner or listening to their bullshit.

The real explanation is actually much weirder and more interesting. Women do not want to have sex until the “end” of the night because women want the alpha male, and to the alpha male, sex is a relatively low priority activity, almost an afterthought. The archetypal alpha male goes out, has a fun night, and then has sex as “dessert,” almost like masturbating before bed. A man who just wants sex is beta because he is willing to spend time with a woman who contributes nothing to his emotional experience. Because so many men overvalue sex, and because women know that most men overvalue sex, when discussing sex you should be careful to pull the conversation back to “higher” things occasionally to show that you are not a needy monster that just wants to put his dick into something.

**Women’s Access to Your Joy**

Women want to experience the alpha male’s emotional experience, including and most importantly, his joy. Women want to feel like they are at the center of the tribe, like they can cut through any challenge to get the things they want, like they can control other people to do their bidding, and most importantly, like they are on a fun adventure towards a worthy goal. Unfortunately, women cannot BE the alpha male because they do not have alpha male’s confidence. Women are about twice as
prone to negative emotion than men - this evolutionary curse is because women are physically weaker than men and also evolved to protect children. In other words, you must defeat challenges to be the alpha male, and women are too afraid to confront the challenges in the unknown head on, especially when those challenges are other people, and especially when those challenges are men. And because women cannot become the alpha male, they also have a deathly fear of rejection from the tribe because they need the alpha male’s protection. The hottest, meanest, sluttiest, most arrogant woman must obey and follow the alpha male because, from an evolutionary perspective, he can go get anything he wants, and she cannot, so she has to rely on him both for the things she wants and needs to survive, and for the journey pleasure he feels to get there. And she must act right because he can get anything he wants so he can leave and go get 10 better looking women if she does not act right.

Fortunately for women, human nature allows a strange quirk: if we are around somebody that we perceive to be in the same tribe as us, we can vicariously experience their emotions, whether those emotions are good or bad. All we need to do is be in their presence. This means, strangely enough, that all you need to be attractive to women is be in their presence. Humans obviously prefer to be around people who are experiencing appealing emotions, which means that women, like all betas, naturally want to be around the alpha male the most because he has the best emotional experience of anybody in the tribe (because he feels like he has a clear path to all the things he wants). For the same reason, women do not like to be around guys that are depressed, anxious, needy, desperate, having a shitty emotional experience, etc…, because women vicariously feel those emotions as well. Women also feel emotions more deeply more than men, so if you act a little anxious around a woman, she will feel that anxiety times 10 and want to escape to a man who alleviates her anxiety.

To vicariously experience the alpha male’s emotional experience, however, the woman must adopt the alpha male’s purposes as her own and do what he wants her to do. The alpha male feels positive emotion because he feels like there is a clear path to whatever he is pursuing, and to feel that positive emotion the woman must also pursue whatever the alpha male is pursuing. If the woman pursues her own purposes, she has to face whatever threats lie on those paths on her own, which induces anxiety in her. For this reason, when a woman genuinely feels like she is in the presence of the alpha male, she has an overwhelming urge to abandon her own purposes and instead help the alpha male on his purposes. Helping him allows her to feel his confidence and journey pleasure, which she cannot feel on her own as strongly. Therefore, the alpha male molds the beta into his image, and his purposes become her purposes.

Think of it this way: having anxiety is like swimming through molasses. Betas feel anxiety about everything, so whether the beta wants pizza or friend chicken, they need to wade through molasses to get it. But if the alpha goes to get pizza, the beta will also want pizza because they can pursue pizza without anxiety, whereas they will need to swim through molasses to get fried chicken. Even if the beta originally liked fried chicken more, they would rather have an anxiety-free trip to get pizza than an anxiety-ridden trip to get fried chicken. The feeling of not having anxiety is a lot more appealing to the beta than the taste of this or that food, or any other destination pleasure. In fact, whether people “like” or “don’t like” something is often a function of whether they feel anxiety when they do that thing. Therefore, betas’ desires, preferences, and even identity is shaped by the alpha male.

Of course, whatever emotional experience you are enjoying must also be appealing to the woman, or else she will not want to vicariously experience it, but if the man ruins or even negatively affects his own emotional experience in any way, she will lose attraction. To strike this balance, you must
distinguish between a harmful selfishness, where you hurt other people for your own benefit, and benign selfishness, where you put your own emotional experience first without hurting others. Making somebody wait after you promised you would be on time is harmful selfishness, but refusing to do favors for somebody who has not done the same for you is a benign selfishness. Of course, people will try to manipulate you and make you feel like your benign selfishness is harming them, which is why you need your own boundaries and beliefs about what is right and wrong.

One may object: “Nonsense! I see plenty of women confidently pursuing purposes without men. Women are not timid creatures that need to hide behind the alpha male for their positive emotions.” It is true that women can pursue desirable purposes, but usually only after an alpha male has shown them the way. There are plenty of betas who are successful lawyers, doctors, artists, and even CEOs. But anything that requires betas to venture into the pure unknown paralyzes them. In addition, no matter how well-defined your job or task is, you will always face some sort of unknown or uncharted challenge, which is why even powerful and dominant women seek the shade of an even more powerful and dominant man. Women can also confront and defeat challenges without men, but only after they know this particular challenge can be overcome. This is why feminists talk so much about “encouragement”: if you need somebody else to “encourage” you to do something, your confidence is not your own.

Deep down, women are not happy that they need to rely on a man for their emotional experience because they cannot control what he does. What if he rejects them from the tribe, depriving them of access to his emotional experience? What if he starts pursuing a bunch of shitty purposes and his emotional experience goes to shit? What if he is defeated by some other man or shows himself to be weak? Women are literally putting their safety and their emotional experience on the line by following any particular man, so they need to make sure that not only is his emotional experience appealing, it will remain consistently appealing and consistently available to them.

To ensure that any particular man is worth following, women will “test” him. First, women test the quality of his emotional experience by trying to ruin it – this is called a “shit test.” If a woman can successfully make a man upset, anxious, distracted, or feel any other kind of negative emotion, she will lose attraction to him because he has shown himself incapable of being able to sustain an appealing emotional experience in the face of challenges and threats. If she can ruin your emotional experience, then she will assume that others can too. The way to pass a shit test is to demonstrate that, no matter what she does, neither she nor anybody else cannot negatively affect your emotional experience. Sometimes the right reaction is to laugh it off, sometimes it is to ignore it, sometimes it is to leave. Instead of learning a bunch of canned responses to shit tests, just keep in mind the general principle – that nothing she can do can ever negatively affect your emotional experience – and handle each situation in context. Sometimes women present you a shit test in the form of a real problem, and sometimes the appropriate thing to do is to actually solve the problem, but even then you must respond in a way that shows that your emotional experience is not perturbed.

Of course, this is all subconscious. Women do not wake up in the morning thinking “let me see how to make my boyfriend miserable today.” This is a spontaneous reaction that occurs without conscious thought on her part, which is why a woman who appears to be dead serious about a shit test one moment will completely forget about a little bit later after her emotional state changes.

The other kind of test is a “comfort” test, which occurs when women test you to ensure that they remain accepted within the tribe. Womens’ subconscious minds are constantly aware that the alpha male can pack up the tribe and leave without them at any time, so they are insecure and need constant
validation that they are accepted into the tribe and can continue to remain in your presence. You fail a comfort test by making the woman feel rejected, which will cause the woman to go try to find another tribe to join. It does not matter how awesome your emotional experience is, women do not give a shit unless they can join. Rejection from the tribe meant a lonely, painful death in the jungle from an evolutionary standpoint, so women evolved to join SOME tribe, even if inferior to yours.

But there is another way you can fail a comfort test, which is why accepting a woman before she has done anything to deserve acceptance. This, by the way, is one of the biggest mistakes men make with women – they do a bunch of stuff the woman does not deserve, which in turn makes the woman feel like he is not the alpha male. As I discuss later in this article, if you give a woman attention, or do anything for her that she does not deserve, she will feel like you are not the alpha male, and therefore she will not be interested in your attention.

**The Alpha Male Quid Pro Quo**

The most important rule when interacting with women is the alpha male quid pro quo. which states that women evolved to only feel an emotional connection with a man after they have meaningfully and objectively contributed to the tribe. To contribute to the tribe, women must do something for the alpha male to improve his emotional experience, and in return the alpha male must express approval at what the woman did. Women’s strongest motivating emotion is insecurity, which is the fear, well-founded or not, that they will be rejected by the tribe. Women try to alleviate this emotion by gaining acceptance by the alpha male into the tribe, and a large part of the “emotional connection” a woman feels with a man is this feeling of acceptance.

If, however, you do things for a woman before she done anything to deserve them, she will subconsciously view you as the beta and herself as the beta, which will cause her to lose attraction to you. Women want to experience the emotional experience of an alpha male, but vicariously through an actual alpha male, not on their own. If women find themselves in a situation where they themselves are acting as the alpha, they will feel anxiety and seek to escape and find a real alpha male’s shade.

More concretely, the alpha male quid pro quo can be stated as follows; if person X does something for person Y before person Y does anything to deserve it, both person X and person Y will subconsciously categorize person X as the beta and person Y as the alpha in that relationship. Humans evolved to naturally view themselves as living in a dominance hierarchy, and we determine our position in that hierarchy based on the alpha male quid pro quo. If we subconsciously see ourselves as inferior to somebody else in the hierarchy, we feel a strong, subconscious compulsion to do things for them so that they “accept” us. This is why most men have an almost pathological desire to do things for women who do not deserve it. On the flipside, when a woman emotionally invests in you and sees you as the alpha male, she will INSIST on paying for things, doing things for you, and ensuring that you are having fun before she does.

Once X and Y have determined their rankings in their subconscious minds, it is very difficult to make them switch their positions, which is why once you take the beta position in any relationship it is so difficult to dig your way out. Usually, you should just leave. The dominance hierarchy ranking is an extremely important aspect of the make-up of the tribe, so our mental wiring that defines our place in the hierarchy is pretty solid and takes a lot of work to change. This also means that even if you find yourself agreeing with the truths in this article, it will take you a long time to be able to actually implement them if you subconsciously view yourself as beta.
The alpha male quid pro quo is an iron law of human interaction that applies in every situation, no matter what resource is exchanged, how the parties have, what their status before the interaction was, or any other actual or perceived variable. If a billionaire buys a homeless woman a drink before she has done something to deserve it, her subconscious mind will look at him as beneath her. If an accountant spends an hour explaining to a woman who has done nothing to deserve it how to do her taxes she will view him as a beta even if the advice is helpful to her, even if he enjoys giving it, even if she thought she was attractive at first, and even if he is out of her league under any objective or subjective standard.

There are serious and important evolutionary reasons for the alpha male quid pro quo. Resources are scarce in the jungle, so one member of the tribe would only give another member of the tribe something if there was some compelling reason to do so. A beta only gives the alpha resources so that he or she can gain acceptance into the tribe, and an alpha only gives resources as a reward to betas who have demonstrated that they can and will contribute to the tribe. The alpha male needs to run a tight ship, and he absolutely cannot squander resources, including his attention, on tribe members until they show themselves worthy of enjoying those resources FIRST. If the alpha male squanders his bananas on any pretty girl who walked by, the tribe would quickly run out of bananas (not to mention suffer destruction because the boss is distracted). Think of the tribe as a corporation and the alpha male as the CEO: no CEO would pull in some homeless guy off of the street, give him a signing bonus and a corner office, and hope he performs. On the contrary, the job applicant would have to do something to show his value FIRST, and then the CEO hires him.

Because the alpha controls all the tribe’s resources, betas are fundamentally needy, which is why they are motivated to give the alpha male their last dollar to gain acceptance. A woman will subconsciously perceive you as needy if you give her something she does not deserve because her subconscious mind knows you are only giving her something because you want something in return. So not only is she not impressed that you are giving her something, she is actually repelled because if she were the alpha (which she is not), she would now owe you a debt that she needs to repay.

As you can see, the alpha male quid pro quo causes women to sometimes reject men for irrational reasons. Objectively speaking, a man who buys a woman a drink, or texts her too much, or pays her too much attention is not a “creep,” a “loser” or a “beta,” but her subconscious mind will register him as such. This is extremely frustrating for men, because most men do not understand the alpha male quid pro so it appears to them that the woman is just acting crazy or flaky. The bright side, however, is that if you violate the alpha male quid pro quo only slightly, for example, by texting her too much, it is possible to fix the damage by enforcing the alpha male quid pro quo later. If you a make a small mistake, her subconscious mind will register you as a beta, but her conscious mind will not be able to articulate what is wrong with you, so if you act correctly later her subconscious mind will bring her back. Fixing a situation after you screwed it up, however, is difficult, because by violating the alpha male quid pro quo slightly you are also convincing your own subconscious mind that you are the beta, so you set up a vicious cycle where you do something small beta, and now that you see yourself as beta, you do some bigger beta thing, etc….

Contributions under the alpha male quid pro quo are measured in objective terms, not subjective terms. Even if you genuinely enjoy buying beautiful women things or having long text conversations with them, they will still see you as beta if the things they have given you are objectively not enough to merit your attention. Our subconscious mind somehow “knows” what the ideal emotional experience is, and what you need to do to contribute to it. This, by the way, you should hold firm on
your boundaries. Her conscious mind may think that you should do something for her, but her subconscious mind knows what she deserves, so when you hold your boundary she may protest, but her subconscious mind, which is stronger, becomes more attracted. One night I saw a woman say “I expect a man to take me to a fancy dinner on a first date” and then later that night fucked a guy in the bathroom for a bump of cocaine. That woman isn’t “lying” – she is just unaware how much stronger her subconscious mind is than her conscious mind.

The value of the contribution the woman provides is commensurate with the importance of that purpose in the pyramid of your emotional experience. If a woman cooks you a meal or has sex with you, you can certainly do something for her in return, but you should keep in mind that “eating food” and “having sex” are relatively minor parts of your emotional experience, so her reward should be commensurate. On the flipside, if a woman contributes to one of your larger purposes, for example by helping your career or teaching you something valuable, you can pay her back a much bigger reward.

One of the major reasons that women in the modern world are so crazy is that both men and women evolved to feel like sex is a relatively minor and unimportant part of a man’s emotional experience, yet modern society constantly pushes the idea that a woman’s looks and sex appeal are her most important trait. Society, the media, and beta males constantly try to make women feel like they will become accepted as a high-status member of the tribe just for being hot, but women still feel emotionally disconnected and not accepted. Even if they find relatively wealthy and high-status men to worship the ground they walk on, if the only thing she is contributing is her sexuality, the woman’s subconscious mind will know that she is worthless and did not actually contribute shit to his emotional experience. Her subconscious mind will make the following calculation: “If this guy’s emotional experience is correctly ordered and prioritized, sex is only like 5% of his emotional experience, which means that I am only contributing to a small part of it. If I was making a larger contribution, I would be more fully accepted.” Or to put it more crudely, “this guy is just pursuing me for sex, because we both know that is all I am offering.” Remember, sex is destination pleasure, which means that it cannot be an important part of your emotional experience. Of course, being hot does buy a woman some acceptance and the opportunity to offer a more meaningful contribution, which is why women obsess so much over being hot, but from an evolutionary standpoint it still comprises a small part of her value.

Again, every woman wants to be desired sexually and there is nothing wrong with telling a woman she is hot, but her hotness should be low in the hierarchy of compliments you give her. Women would rather be told they are funny, fun to hang out with, interesting, smart, helpful, “real,” down-to-earth, easy to talk to, confident, positive, friendly, or be appreciated for some particular thing they have done. Of course, you should only give women those compliments if they have done something to deserve them – otherwise women will know you are full of shit and their emotional mechanism that makes them feel accepted will not switch on. Women are constantly obsessing over their value and they know exactly what they are and are not contributing. When pursuing super hot girls (9s and 10s), the best way to differentiate yourself from all the other guys trying to fuck her is to sincerely and genuinely compliment her on something completely unrelated to her looks. You will literally be the only guy in her life saying those things and not drooling over her tits.

**Operationalizing the Alpha Male Quid Pro Quo**

While the alpha male quid pro quo is the most important rule to build attraction with women, it is also the hardest to operationalize because it requires patience and an iron will. Women naturally take longer to emotionally invest in men than men take to invest in women, so most men will have a
strong urge to do things for a woman before she gives a fuck about them. Most men also do not get as much sex as they want, so they over-prioritize sex, which causes them to act needy and pay women too much attention. To make matters worse, women are constantly trying to test the quality of mens’ emotional experience, and they often try to get the man to do things for them they do not deserve. To top it all off, society, the media, and traditional culture constantly pushes a paradigm where the man must do a bunch of undeserved stuff for women to “court” them. You must resist all of these pressures.

Implementing this theory requires you to constantly be alert, use your judgment, and control your emotions. Your actions depend on the context and your history with the woman. If you meet a woman at a party and she starts chatting with her friend for 15 minutes, you look like a loser if you hung around waiting for her, but if you have been dating a woman for 3 years and she chats with one of friends for 15 minutes, you would look like an immature jerk if you ditched her.

It takes some time for women to emotionally invest in a man and to determine that he is actually the alpha male and that his emotional experience is appealing. In fact, if a woman appears overly interested in you too quickly after you first meets you, you should be suspicious – it is probably a trap. Most men cannot implement the alpha male quid pro quo because they lack the patience – they immediately want to get the girl to like them right away, so they do things for her she does not deserve. You should feel comfortable ignoring a girl or even walking away if she is not performing – you can always come back later. When most men get stuck in a boring conversation with a woman, instead of leaving they stay and make both parties suffer through a boring conversation until the woman leaves. Even if the woman was attracted to you before, now she is less attracted because you just made her sit through a boring conversation. Instead, if you feel a conversation dying you should confidently make some excuse and leave, and then come back later. You may feel icky doing this – you may feel like you are blowing your shot – but the woman will notice that you are prioritizing the quality of your emotional experience over her, which is exactly what she wants. And sometimes if you leave a woman you will never see her again – that is fine too. You don’t need to have a relationship with every woman in the world – you just need to find the women that will improve your emotional experience. If a woman is not interested in improving your emotional experience, she is not interested in you, and you should move on.

The first step to operationalizing the alpha male quid pro is to determine what your purpose is with respect to women. Obviously, most guys would say “sex.” But as we have discussed, sex should be low on the list of your priorities. If you just wanted sex you could pay for a prostitute and save yourself a lot of time and money. So what, exactly, do you want from women? Love? Affection? An ego boost? The thrill of the chase? A shoulder to cry on? Cuddles? A Netflix buddy?

It is fine to want any of those things from a woman (except a shoulder to cry on), but your main purpose when interacting with women should be to find somebody who will help you pursue your purposes and enhance your emotional experience, whatever those may be. These two things, by the way, are the same thing; your pursuit of your purposes IS your emotional experience. Women do not want to be the goal of your emotional experience, they want to help you as you pursue some purpose bigger than them. If the woman is the primary of your emotional experience, she is just vicariously experiencing herself, and she can experience herself whenever she wants, so why would she need you to do that? No matter how awesome the woman is, the story of your emotional experience should not be “man is pursuing beautiful woman” but rather “man and beautiful woman are joyfully pursuing a fun purpose together.” And even if you do just want sex, you still need to demand that the woman
contribute to your emotional experience because otherwise she will view you as weak and unattractive.

This does not mean that you should spend your life looking for women to enhance your emotional experience. The archetypal alpha has complete abundance, which means that not only does he have all the women he would ever want, but he has everything else he could ever want, including, most importantly, a fun adventure into the unknown that is beckoning for his attention. When women are around you, they should constantly feel like your thoughts and emotions would rather be somewhere else (focused on your superior emotional experience), and you are only talking to them to be “nice” (or, more precisely, to pay them back for something they did for you). Theoretically speaking, an alpha male would only ever pay attention to a woman to be fair – even though he has a more fun emotional experience available to him, he pays her attention because the best thing to ensure the continued success of the tribe is to reward betas for their contributions to the alpha male’s emotional experience. When women feel attracted to you, they often feel nervous, self-conscious, and a little paranoid because they subconsciously feel like your other options are so awesome you might leave at any moment. Even if you do not try to induce this emotion in them, their subconscious is wired to feel this unease.

Women constantly try to determine what occupies mens’ thoughts and emotions to determine 1) what his emotional experience is and whether it sucks, and 2) whether she has successfully contributed to it and is being accepted by him. A woman determines the latter when he pays her attention. Attention from men is an indicator to women that they have done something worthy of being accepted, and feeling accepted by the tribe is the strongest and more important emotion for a woman, because it is necessary to her survival from an evolutionary standpoint. This is why eye contact is so important. Women determine where the alpha male’s attention is by monitoring where his eyes are pointed. If a woman does something to meaningfully contribute to your emotional experience, and you thank her by looking deeply into her eyes, she feels a deep emotional connection to you because she feels like you have genuinely enjoyed the thing you did for her and you want to give her a chance to do more. If you cannot maintain strong eye contact with a woman, not only will she feel like you are anxious and timid, you will also not give her the full acceptance she craves.

Earlier, I suggested that sex is a relatively minor and unimportant part of your emotional experience. In practice, this means that when you pay a women attention, you should be feeling your entire correctly-ordered emotional experience and she should see that. Imagine the emotional state you enjoy when you are doing the most fun thing you do – that is ideally the emotional state you should be in when you interact with women. If you are feeling bored, tired, or annoyed, it is ok to project those emotions as well, so long as your emotions are correctly ordered. You fail when you prioritize one of your lower emotions over the others because you are no longer acting authentically, but rather with just one of your emotions. Your correctly-ordered emotional experience is “you,” whereas only expressing your desire for a particular thing (sex, attention, ego boost, etc…) makes you a one-dimensional stupid creepy zombie. To make matters worse, when you act as an avatar for a single emotion, you subconsciously know you are being a creep, so you try to hide your true motivations, which fails because women can tell when your emotions are not ordered correctly and when your actions are not congruent with your emotions. For example, a woman should not feel like you are miserable and are only pretending to be happy to be talking to her because you want to have sex.

When paying women attention, your paradigm should shift from “please” to “thank you.” Most men pay women attention because they want something from them – they are implicitly saying “please.”
Alpha males, on the other hand, pay women attention because the woman did something for them and they are paying her back – they are implicitly saying “thank you.” This small but subtle shift makes all the difference to women. Women strongly prefer the man saying “thank you” because 1) it means that the woman has actually contributed to the tribe, so his attention is more meaningful and 2) if the only attention a woman gets from a man is “thank you,” she can shut it off whenever she wants by not doing any more things for him. The man saying “please,” however, never stops paying her attention, which makes him annoying and scary. Nothing is more terrifying to women than a man who is gripped by his desire for sex (or anything else) and will stop at nothing to get it.

You must, however, not hesitate to withdraw your attention when she stops contributing. Our subconscious minds keep a running list of what each party has done for the other, and the list of stuff she has done should always be longer than the list of what you have done, and this should be true across all categories. If she texts you, you should text her less, if she shows you attention, you should show her less, etc…. When a woman emotionally invests in a man, she will do a lot for him, so it will be easy for him to stay ahead in the transaction so long as he does not majorly slip up. But when you first meet a woman and she is still “feeling you out,” she will do little things for you, and while you can reward her you must immediately withdraw your attention the moment she no longer deserves it.

Because the alpha male quid pro quo is based on subconscious, irrational emotions, you must withdraw attention in a way that does not alert her conscious mind. She should feel like there are genuinely a lot of fun things competing for your attention, not that you are intentionally trying to manipulate her or “playing games.” The alpha male quid pro quo is a pretty grim rule – it means that women will inevitably be drawn towards men that are too good for them and that don’t really care about them – so most people do not want to consciously accept the reality of this rule or that you are implementing it. Paradoxically, if a woman figures out that you have been “trying” to implement the alpha male quid pro quo, you will fail at the alpha male quid pro quo because you have been giving her space in your thoughts and emotions that she did not deserve.

To implement the alpha male quid pro quo without looking like a jerk, you should show constant warmth and friendliness. If she does something shitty, don’t yell at her or “call her out” – just withdraw your attention, which is much more painful for her anyway. The opposite of love is not hate, it is apathy. Second, feel free to verbally define the relationship. You can say “hey I’m leaving this party because my friend is at a better party, wanna come?” rather than just disappearing. So long as you do so in a way that is not butthurt, she can’t be mad at your or look down on you. If a conversation is getting boring, just say “hey I need to go to the bathroom (or get a drink, or whatever), but I will be right back, I promise.”

You might ask “if I don’t know a woman and she has done nothing for me, then how can I spark up a relationship without violating the alpha male quid pro quo?” The key is that a woman can contribute to your emotional experience without even knowing who you are. For example, when a woman puts on makeup and a sexy outfit to go out a club, she is subconsciously doing so to contribute to the alpha male’s emotional experience. She may not even know who specifically the alpha male is; her subconscious is just doing what it thinks will get her accepted into the tribe. Therefore, if you walk up to her confidently and say “you look really hot” you have not violated the alpha male quid pro quo – she did something to contribute to your emotional experience, and you rewarded her for it. The ball is now in her court to do something else to contribute to your emotional experience because merely looking hot should not buy her much of your attention.

Gaming women is essentially a game where you “trick” her into doing things for you, and then you
reward her, which in turn gives her the confidence to do more things for you. Women build emotional investment in men incrementally – she contributes to your emotional experience, you enjoy it, she does a little more, etc.…

**Molding Women**

My clients often complain to me “women can contribute nothing to my emotional experience. I am not interested in what they have to say, their interests don’t align with mine, and I find them boring/shallow/etc… I just want to fuck them.” This reaction is perfectly reasonable. Women are hypergamous, which means they want a man with a better emotional experience than theirs, and better material circumstances as well, so it necessarily follows that the woman will not have much to offer the man. This, by the way, is why women are attracted to men who are aloof and “ignore” them. No woman likes being ignored, but their subconscious assumes, sometimes correctly or sometimes incorrectly, that he is ignoring them because he has a better emotional experience available to him, and she subconsciously also wants access to this superior emotional experience.

To solve this paradox, it is your responsibility to mold the woman into something that can contribute to your emotional experience. You do this by 1) finding something interesting about her and 2) taking the lead on fun purposes and finding a way for her to contribute.

Most people are useless not because they have nothing to offer, but because they do not (and cannot) know how to contribute to the specific challenges the tribe is facing. The alpha male is in charge of venturing into the unknown and defeating threats, so he can best match the betas abilities to possible contributions. This fact is wired into our genes: evolutionary speaking, most peoples’ sense of self-worth comes from being part of a group and contributing to that group because they subconsciously know that they will not be able to make productive use their skills and abilities in the jungle on their own. Even in the modern world, a Vice President of Marketing who is unemployed is a depressed loser because he needs the alpha male (the CEO) to put him in a position where he can contribute. People enjoy being around confident men because they take the lead in social situations and make everybody else feel valuable because they create a fun adventure that everybody can contribute to.

I know a guy who gets tons of girls just because he organizes big groups of people to go out. He doesn’t do anything special – anybody can call a bunch of guys and girls and tell them to meet at a bar – but because he takes the lead and creates fun adventures he is the “alpha male” of the group, which makes him attractive to women. All the people in the group wanted to go out and party anyway, but because they subconsciously see themselves as beta and fear the judgment of the tribe, they are afraid to step into the limelight, call people, and (gasp!) risk rejection. Many of these people, including very attractive women, would stay home on Friday and Saturday nights if it weren’t for this guy. He literally takes boring, lame people and makes them more fun for himself and others.

Your mission, therefore, is to 1) create a fun adventure, and 2) find a way for her to contribute to it. This can be done on the micro-level (for example, starting a conversation about a funny or interesting topic), on a larger level (planning a trip to a music festival), and on the largest level (starting a business with her help). The woman can teach you something, entertain you with a good story, help you do something, make you laugh, or simply contribute to a good conversation. At the very least, she can act as a good companion as you go about doing what you were going to do anyway.

You must strike a strange balance: on one hand, she must be trying to impress you to gain your acceptance, but at the same time you must “help” her and guide her to her best contribution for the situation. When you approach a woman at a bar, you are basically interviewing her to see if she can
add to your emotional experience, but you are trying to help her find something she can do that genuinely entertains you. Walking up to a woman and just saying “hi you are hot – now entertain me” will not work.

Of course, sometimes women are just worthless, add nothing, and are a drag on your life, and in those cases you should cut them loose. Have some fucking standards. You work on becoming attractive to women so you can attract high quality women you genuinely enjoy being around, not so you can put your dick in every vagina who legally consents. It may sound counter-intuitive, but the more you improve your emotional experience, your circle of eligible women shrinks with because most will not measure up to your standards.

Imagine you are forced to be at a boat party for 8 hours with a bunch of ugly women you have no attraction to and you do not otherwise give a fuck about. How would you socialize with them? Well, you would probably strike up the most fun conversation or game possible to alleviate your boredom and make an otherwise useless 8 hours worthwhile. You would say the most absurd thing you could come up with, make dirty jokes, take the conversation into weird tangents, etc… You wouldn’t give a single fuck what anybody thought because you were just trying to make a good emotional experience for yourself. Of course, you wouldn’t be an asshole because the alpha male is not insecure and spreading negativity would only ruin your emotional experience. If any of the women were boring, stupid, or mean, you would simply move on and talk to the next woman.

Now think about it: why would you expect anything less from women that you WERE attracted to? Not only does degrading your emotional experience make the interaction less fun for you, it makes the woman less attracted because she wants to enjoy your emotional experience, both through herself and vicariously through you. One of the biggest mistakes men make when interacting with women is letting her drag the conversation to somewhere boring and stupid that nobody gives a fuck about. I have seen beautiful women trick men into talking about some of the corniest, stupidest shit on planet earth. Men let women do this because they want the woman to like them and they are just happy to be talking to a woman. This type of supplication, however, is stupid because she wants the man to elevate her emotional experience and talk about stuff beyond that which she normally talks or thinks about. In fact, most guys would have more fun and build more attraction at an ugly woman party than at a party full of beautiful women because they would pursue a genuinely fun emotional experience rather than trying to make the women happy.

Writers in the manosphere often say "to build attraction, you must make the interaction emotionally meaningful for the woman, so you must make the conversation about deep feelings rather than dry rationality." That is true, but the conversation must also be emotionally meaningful for YOU as well, or else why would you be listening? The dry facts of her life are irrelevant and uninteresting to you, but underlying those facts are deep feelings that you can connect with and enjoy. If you pretend to be interested in the boring facts of her life, not only will you be bored to tears but she will also lose attraction to you because your emotional experience sucks. For example, if a woman goes on vacation most guys will ask her about her about the vacation and then mentally and emotionally check out while she rattles off a bunch of uninteresting facts about what she did. But your goal should be to find something about the vacation that is deep and emotionally interesting to both you and her. Maybe she enjoyed something on the trip that you would also enjoy. Maybe she learned something a different culture or about herself or how the world works. Maybe she can give you tips for your next vacation. Mens’ and womens’ emotions differ, but there are some experiences they can both emotionally connect to, and it is that middle ground that should be the focal point for the
conversation. Your "challenge" in every interaction with a woman is to find something emotionally interesting about whatever she is talking about.

To maintain his awesome emotional experience, the alpha male has a high standard for what subjects and conversations he will engage with. Therefore, he can make a woman's OWN THOUGHTS AND EMOTIONS stronger and more pleasurable by filtering her experiences through his own emotions. By shifting the interaction to whatever activity or subject is most emotionally appealing for him, he ensures it is emotionally appealing for her (remember, the alpha male is fearless so he can take the interaction places she is too afraid to go). By discussing her vacation in a deep, emotional way, he literally makes her own vacation more fun for her. But to do this, the alpha male must take the lead and ensure that the conversation be emotionally interesting to him, because otherwise her emotions are in control, making the experience less interesting for both parties.

The deeper, the better. Human beings naturally have a strong desire to discuss deep subjects: God, spirituality, relationships, their beliefs about the universe, their goals for life, their passions, their hatreds, etc... These subjects are "deep" because they are emotionally important to people and difficult to completely figure out, so there is a ton of unknown to explore. And as you've learned, venturing into the unknown to achieve an emotionally significant goal is the highest pleasure a human can pursue. Most people, however, cannot go deep because they are slaves to their lower emotions, so their thoughts and emotions are focused on fucking, eating, gaining status, etc... The alpha male, however, is uniquely suited to go deep because his lower emotions are satiated so he can focus on what he wants to focus on. I watch a lot of interviews with impressive people, and I am always struck by how casually and quickly they take the conversation to a deep place.

As you can probably guess, women need to enjoy your emotional experience to want to join and not every woman will enjoy every adventure you create. It would be stupid to approach a woman at a music festival and talk about theoretical physics and it would be stupid to go on a date with a theoretical physicist and talk only about music festivals. One of the biggest mistakes socially inept people make is talking about shit that the other doesn’t give a fuck about and using the social interaction as a therapy session for their own issues and negativity. The most important skill when interacting with women is the ability to read your audience, figure out what they care about, and tailor the emotional experience in a way that will maximally stimulate their emotions. This skill only comes with practice and experience.

Tailoring your emotional experience, however, does not mean degrading or limiting it. Because he is fearless and maximally competent, the alpha male can enjoy many things, so he chooses to enjoy things that his betas can also enjoy so that the beta can participate and enhance his emotional experience. You should think of an interaction with a woman as a negotiation: you must find an emotional experience you can maximally enjoy and one she can also enjoy (it does not need to be ‘maximally’ enjoyable for her because you cannot torture yourself with trying to figure out of it is ‘maximally’ enjoyable for her). At every single moment you must shift the interaction to the funniest, craziest, most exciting, most interesting, most deep, most emotionally important place your mind can think of – for both of you.

“The interaction should be fun for both parties” sounds obvious, but our subconscious pushes us to censor ourselves, so we must consciously keep this idea in mind at all times – you should be doing what you want to do, not what you think she wants you to do. Because women closely monitor your emotional experience, they can sense when you censor yourself and limit your emotional experience. Censorship also makes you less likely to display and enjoy the things about you that are most
attractive about you: your sense of humor, your unique opinions on the world and life, the things
about you that are interesting, your knowledge, etc…. Most importantly, censoring your emotional
experience for a woman deprives you of the most attractive aspect of a man: the ability to do
whatever the fuck he wants without caring what anybody else thinks. Women’s social anxiety
strongly compels them to censor their behavior to remain accepted by the tribe, so they view a man
who is not bound by this constraint as a God-like figure on whose wings they can fly. Although
women do not like to be disrespected or ignored, they do like the idea of you doing whatever the fuck
you want. Furthermore, as we will learn, the alpha male can mold betas into his preferences if his
emotional experience is fun, so as she emotionally invests in you she is more likely to do whatever
you want to do.

There is an objective and subjective aspect to an ideal emotional experience. From an objective
standpoint, the emotional experience must constitute an emotionally interesting adventure into the
unknown for the subject. If a woman is interested in philosophy and has completed Philosophy 201,
talking to her about Philosophy 101 will be too boring, talking to her about Philosophy 301 is likely
to be emotionally interesting for her, but talking about Philosophy 901 may be too hard for her. The
emotional experience must also be interesting for you: if you don’t care about philosophy at all, and
you try to pretend you do, she will sense that and lose attraction to you, even if she is interested in it.
The interaction must also somehow be an adventure into the unknown for you – if you are happy to
talk about any stupid subject just to be in the presence of a beautiful woman, she will sense that and
lose attraction. You must find a way to make the interaction fun for yourself.

The subjective aspect of the ideal emotional experience is that it depends on the subject’s notion of
explored territory. A woman has completed Philosophy 801 will seek a different emotional
experience than a woman that has completed Philosophy 101, and a woman who doesn’t care about
philosophy at all will seek a completely different subject altogether. But although each woman will
want a unique emotional experience that fits her subjective preferences, the emotional experience
must still objectively lie a little outside of her expertise. Of course, there are some subjects that are
almost universally interesting to women - spirituality, relationships, career goals, the paranormal, and
art – but no two women will want the same conversation in the same way.

To hold frame around women, you must believe in the objective superiority of certain emotional
experiences. If you think everybody is completely different and likes completely different things,
then you would have no idea what any particular woman wants, and the best you could do is give her
whatever she says she wants. This, by the way, is what most guys do – to make a woman happy, they
do whatever she says will make her happy, which could theoretically be anything. These guys fail to
realize that what the woman says will make her happy is often not her optimal emotional experience.
In fact, she cannot even imagine what her optimal emotional experience would be because it is
transcendent and something only the alpha male can create. Most people, if given the option, would
climb into a time machine and travel 100 years into the future, but those people would not want to see
a future they already predicted; they want a see a future beyond anything they can predict.

The ideal of an “objectively appealing” emotional experience may sound strange to most modern
people. Modern liberal society teaches us that there is no such thing as human nature, everybody is
completely different and wants completely different things, and no emotional experience is “better”
or “worse” than others. If a guy wants to dress like a furry and get spanked by a woman dressed as
his mother, his emotional experience is just as valid as the guy who wins the World Series. The guy
who goes to Italy and just goes to fancy restaurant had just as valid an emotional experience as the
guy who had a well-rounded trip. This is wrong. Certain aspects of your emotional experience can be subjective, like the type of food you like to eat and the music you like to listen to, but there are also objective criteria that your emotional experience must meet – namely, subjugating your lower purposes to venture into the unknown.

The Conquering Emotion and Confidence

Confidence is the unimpeded enthusiasm, excitement, and joy felt when pursuing a desirable purpose that you know you can achieve. There is an emotional aspect of confidence (you feel like you can achieve the goal) and an intellectual aspect (you know you can achieve the goal). You feel confidence when 1) you feel like you are pursuing the best goal you could be pursuing, and 2) you feel you can defeat any threats or challenges on the way to the goal. Confidence is the feeling that you can get whatever you want, whenever you want. Confidence is the opposite of anxiety, which is the negative emotion you feel when you feel like the paths to the things you want are blocked.

Confidence manifests itself as energy, alertness, focus, certainty, enthusiasm, and joy. Anxiety manifests itself as timidity, lack of energy, weakness, and distraction. A confident person’s thoughts, emotions, and actions are congruent – his emotions want one thing at a time, his thoughts are focused at getting that thing, and their actions propel them to go get that thing. It is easier for confident people to be authentic and form emotional connections with others because others can read their purposes, get excited about those purposes, and then vicariously experience those purposes. This congruency is why confident people are “smooth.” Anxious people, on the other hand, are torn between multiple goals, so their thoughts and emotions keep pulling them in separate directions, which manifests in bizarre, herky-jerky, confusing behavior. Because an anxious person’s thoughts and emotions cannot agree on which purpose to pursue, it is difficult to understand what they want, which naturally makes outsiders confused and suspicious of their motives. This is why anxious people are often called creepy.

Imagine somebody dropped a suitcase with a million dollars in a garbage can across the street from you and you knew that you could just go grab that suitcase with absolutely no negative consequences. How would you act? Well, you would energetically run and go grab that suitcase! You wouldn’t overthink it, you wouldn’t worry about what other people thought, you wouldn’t worry about whether there was some other, better thing you could be doing, and you would be laser-focused and not distracted by anything (not even the most beautiful woman in the world). Even if you were tired, sad, or feeling low energy, knowing you could just go grab a million dollars would make you feel energetic and focused.

The basis for the alpha male’s confidence is what I call the “conquering emotion” – the feeling of hunting a target and defeating challenges on the way to that target. The basis for the alpha male’s confidence is testosterone, but the alpha male uses this feeling to build a vast library of behaviors, thoughts, beliefs, habits that make him able to act confidently on a consistent basis. This is why testosterone is the basis for everything about men that women are attracted to: big muscles, beards, wide jaws, confidence, courageous behavior, etc… Women, however, are not attracted to just any man with testosterone: they want a man who can control his testosterone and intelligently use it to pursue desirable purposes.

To feel the conquering emotion, try this exercise (it may sound silly but go with me). Imagine you are naked in the jungle and hunting a buffalo with a spear. Your tribe is starving, and the buffalo is being guarded by a lion, but you know that if you kill the buffalo, your tribe will be able to feast for weeks
and you will be the hero and fuck all the chicks in the tribe. You are absolutely confident you can kill the lion and get the buffalo because you have done it many times and you just “feel” like you can do it. If there is a woman with you, her only role is to stand behind you holding your spears. Your plan is to strike the lion with a spear, turn around, grab another spear from her, and then stab the buffalo. In that moment you are entirely calm and intensely joyful because you know you will succeed and feed your tribe. At the same time, your entire body is energized, and all your thoughts and emotions are focused on killing the lion and buffalo, and you are not worried about making the woman happy or listening to her orders at all. Now imagine the ecstatic rush you feel as you raise the spear to hurl it at the lion’s heart: that is the conquering emotion: the emotion you must convey to women when you are interacting with them.

To keep my concepts straight, throughout this article I will use the term “conquering emotion” to refer to the primal emotion of physically hunting down a target in the jungle, and I will use the term “journey pleasure” to refer to the more abstract pleasure one feels when moving towards any desirable goal. The conquering emotion is the basis for the journey pleasure, but as the journey becomes more and more abstract the emotional excitement (both for you and the woman) may wane, so it is important to continually cultivate the conquering emotion by engaging in physical activities and keeping your body in optimal physical shape as if you needed to actually go hunt lions in the savannah. Just as money serves as an indicator of a man’s competence and ability to pursue desirable purposes, height, physical strength, body language, and outward confidence indicate to women’s subconscious minds that you are able to actually hunt down a lion in the jungle. A woman’s lower emotions want a man who physically hunts targets, while her higher emotions want a man who pursues more abstract goals. To be maximally attractive, you must do both.

Women in the modern world obviously do not want a guy who is only confident when hunting buffalo – they want a man who bring confidence to bear on any purpose he pursues, including abstract and intellectual ones. Women want a man with the potential to unleash the conquering emotion on any challenge that may come up: figuring out where to eat dinner, arguing for a refund at Target, or bigger challenges like solving a difficult intellectual or philosophical problem (for example, when, if ever, is it ok to disobey the law?), life challenges (for example, how can I find a new job now that I have been fired?), or an important artistic project you are creating (for example, what should I write in the article I am writing?). You must “feel” confident even when expressing fear and doubt. For example, if a woman wants me to go to a scary neighborhood, I will joyfully say with a smile “no, I am scared of that neighborhood. I’m not going.” Even when I’m not confident, I’m confident.

Because confidence is your highest emotion, once you can mobilize it you feel less needy because you feel like you can get whatever you want whenever you want. For example, if you feel like you can go have sex with a beautiful woman whenever you want, you will not feel neediness or anxiety around any particular beautiful woman you run into. Everything you do and say will be more attractive to women when done through the conquering emotion. Even if you say beta or mundane things, women will be more attracted because of your demeanor, your body language, and tone of voice. You will be less needy, less stupid, less supplicatory, and more confident. Even if everything else about you is unattractive, the conquering emotion will at least mildly pique her interest because it is the raw “thing” she wants, something most guys do not have, and something she does not have.

We all feel confident sometimes. If you live in your mom’s basement and play video games all day you probably feel extreme anxiety around women but yet confident when defeating the final boss in
your video game. Your challenge, therefore, is to bring the confidence and certainty you feel in those moments into your interactions with women.

Women can subconsciously sense confidence, and if you are low energy, timid, soft spoken, and do not make eye contact when you approach a woman, they will subconsciously sense that you are anxious, which means, from an evolutionary standpoint, that you do not feel you can confidently pursue desirable purposes. This calculation is performed immediately and subconsciously by her subconscious mind and she may not even realize she is doing it. You must speak to her as if you have something very important to say and nothing will stop you from saying it, as if the building was on fire and you needed to tell her to evacuate. You must face her head on, make strong eye contact and speak firmly, assertively, and passionately, like you really care about what you were talking about.

**Certainty**

To feel confident not only must you feel like you can defeat any threat or challenge on the way to your goal, but also that you are pursuing the best purpose possible. One reason your subconscious cripples you with anxiety is because it thinks there might be a better purpose you should be pursuing. Unfortunately, nobody can ever know with complete certainty that they are pursuing the best possible purpose. Human beings are finite beings with limited information so despite our best efforts to figure out what we should be doing, there could still always be something better we could be doing. Hell, there is probably something better you could be doing right now that reading this stupid article. To make matters worse, the universe will never announce to us the “right” thing to do. In fact, we see the exact opposite: we see tons of divergent paths that all look like they could lead us somewhere cool and with no obvious criteria to choose between this or that path. Existentialist philosophers identified this feeling as existential anxiety, and this feeling sucks, which is why humans are so desperate to escape from it.

To alleviate this existential anxiety, evolution wires betas to pursue whatever purpose the alpha male wants. Of course, there is no compelling reason to believe that the alpha male knows better than anybody else what purpose to pursue – but who else is going to take charge? From an evolutionary point of view, it makes sense that the alpha male can dictate everybody’s purposes because, at the very least, he can back up his decisions with violence. You can believe that humans should hold themselves to a higher moral standard if you want, but you cannot deny that “might makes right” is the law as far as nature is concerned.

Furthermore, betas evolved to follow the alpha because the alpha is most certain of his purposes, and that feeling of certainty is what alleviates the betas’ existential anxiety. Betas subconsciously think to themselves “I have no idea what path will take me to desirable things, but it seems like that other guy is pretty certain that path X will lead to somewhere desirable, so I should probably follow path X.” We evolved to follow the “best” path, so when we find somebody we think has found that path, we want to follow him. The alpha male is uniquely able to feel certain of his purposes because there is no other ape that can challenge him or stand in his way.

Because the alpha male is certain of his purposes, cannot be deterred by threats or challenges, and isn’t wired to obey or follow other males, he can think most rationally, and is therefore the best person to lead and choose the purposes. As I explained in Part 1 of this Series, betas are irrationally hindered by fear, which makes them less able to successfully pursue desirable purposes, which means they are more likely to get distracted by lower purposes. Therefore, it turns out that “might makes right” is actually the better law because there is no “right” without might. If you are a beta, you are
much more likely to survive if you follow the alpha than the well-meaning, morally virtuous beta that just can’t get the job done. If your tribe’s goal is to care for the poor and sick but you get murdered every time you do so, then not only will the poor and sick never get cared for, everybody will die.

You can see this dynamic everywhere. Since the beginning of time, people have sought to escape their existential anxiety by conforming to the group and adopting whatever religion, ideology, beliefs, and practices their society handed down to them. These ideologies almost always come from powerful men, and sometimes from a single powerful man. Many ancient civilizations saw their king as a divine being, so not only were his decrees the law, they were also “true” and “morally correct” in the cosmic sense as well. We have an intensely strong desire to do what the group wants us to do not just because we want to be accepted by the group, but also because otherwise we are just set adrift in a sea of chaos, wracked with anxiety, and with no idea what to do.

To take the lead with women, therefore, you must realize that 1) women are attracted to certainty, and 2) they look to the alpha male for that feeling of certainty, and 3) you might as well be that man.

Of course, you are probably dumb as a rock and have no idea what to do either and if any woman followed your lead, she would probably end up in a terrible place. But just by virtue of being a man, you are more qualified to be the leader because you can provide the emotional fortitude to overcome challenges and you can free yourself from the influence of other men who will try to lead you and your woman astray. And because you have this mental freedom, you are more likely to think rationally and figure out the “right” thing to do than others who are hindered by fear or an irrational desire to conform. Of course, you should constantly be looking for better purposes and paths in your life and you should always be ready to abandon whatever you are doing if a better option arises. You may even take feedback from your woman if she is smart and knows what she is talking about. But when it comes down to actually pursuing the purpose, you must do so with complete leadership and certainty.

Take some time every day to rationally think about your purposes. Should you continue at your job or go find another one? Should you continue to date this girl or should you dump her? Should you go out and approach girls tonight or should you stay home and jack off? Ask your friends. Use any resources you can find. Read the Bible, Shakespeare and any YouTube self-help guru that you like nowadays. Go outside and stare at the starry sky and ask the universe what you should do. Toss and turn in your bed while you struggle to find the right answer. But once you’ve decided on a path, you need to feel completely certain that you are right on the fucking path or anxiety will kill you.

This is especially important when dealing with women. The feeling of certainty is like crack to women, and they will even follow a man down a path that they rationally know is wrong if the man feels confident and certain. Many women have knowingly followed men into the flames of hell because they were mesmerized by his confidence. She NEEDS to sense your uncertainty because you must be her protection, leader, and rock. If a man in the jungle felt uncertain because he was afraid he might get eaten by a lion, the woman would also get eaten by the lion. And women shit test to you to see if you are actually certain or were just pretending to be certain. If they see that you really are certain you are on the right path, they get even more excited to follow you.

Imagine, for example, a woman is thinking about having sex with you but feels uncertain. Because she is trying to decide between multiple competing paths, she will desperately seek certainty to make the anxiety go away. Most guys would try to persuade her with rational arguments to have sex with them, but rational arguments don’t work when her subconscious mind has multiple emotionally
compelling paths to follow. If you try to “rationally” persuade her, you are letting her take the lead, which just increases her anxiety, so she is more likely to choose the “certain” path of not sleeping with you. The “solution” here is for you to be certain of your purposes. If she says “no I don’t think we should have sex” you should say “ok” and go confidently do something else. Your decisive certainty will demonstrate to her that if she lets you take the lead, she will feel freedom from uncertainty.

To show certainty, you must not only feel like, but KNOW your emotional experience is attractive. You must feel proud of your own emotional experience. If you think something is desirable and fun, then it is desirable and fun, and you should feel free to pursue it. If you think something is lame, then it is lame, and you should feel free to ignore it. If you feel ashamed and insecure about your own emotional experience, then you will not be able to take the lead with women because you will need somebody else to tell you what to do to make an attractive emotional experience.

**The Conquering Emotion and Her**

One of the strange aspects of women’s attraction to the conquering emotion is that they like to see the man demonstrate the conquering emotion even when the goal is the woman herself. In other words, the woman wants to vicariously pursue and dominate herself – through you. This means that she must enjoy every interaction from both 1) her own perspective, and 2) your perspective. If she stops enjoying the interaction from her own perspective, she will want to leave (obviously). But, strangely enough, if you stop enjoying the interaction, she loses interest in you. From her own perspective, she wants to be treated with respect, acceptance, agency, and autonomy, but from your perspective, she wants to be the prey you confidently pursue and enjoy.

Most men fail with women because they ignore at least one of these prongs. Beta supplicators fail because they only focus on improving the woman’s emotional experience and let their own emotional experience become crap. On the other hand, douchey, creepy, and aggressive guys fail because they only focus on their own emotional experience even though the woman is clearly not interested, annoyed, bored, creeped out, etc… And of course, many men fail on both prongs and some men take turns, failing on one prong by being a weak beta, and then swinging to the other extreme and being an aggressive asshole.

The key, therefore, is for the man to confidently do whatever the fuck he wants, while simultaneously ensuring that the woman is consenting and enjoying herself. How is this possible? Isn’t this a paradox? I explained the solution to this paradox earlier: once a woman feels like a man is the alpha, she naturally wants to put her own purposes aside and vicariously experience his purposes, which is how she emotionally invests in you. Therefore, you must wait until she emotionally invests in you, and then make her your target.

As I will explain in the section on the alpha male quid pro quo, the more she invests in you, the more she wants you to pursue her, and her investment will be incremental. This whole process can occur quickly, but you simply cannot press the gas until she is invested in you. When a woman hooks up with a man she is putting her body at the mercy of his whims to some degree, so she must be invested. But once she is invested, she wants you to confidently pursue her.

**Hacking your Subconscious Mind**

Obviously, no real man can actually do whatever he wants whenever he wants. Even the strongest, tallest, best looking, richest, most powerful men have limitations and consequently feel anxious, needy, and uncertain sometimes. And any man who did try to do whatever he wanted would probably
get arrested pretty quickly. Our anxiety circuits evolved because there are actually real threats in the world that we need to be careful of, and completely ignoring our anxiety circuits will lead us to disaster. This is why drugs that reduce our anxiety (i.e., alcohol and Xanax) sometimes make us do stupid shit – we rely on our anxiety to keep us safe.

Fortunately, however, women do not actually want a man who can do whatever he wants whenever he wants. Rather, they want a guy who FEELS like he can do whatever he wants whenever he wants. Or to be more specific, women want to find a man whose subconscious mind feels like there is a clear path to anything he could possibly want, and when women find that man they want to vicariously experience his emotions. Some of my best dates were terrible on paper – the bar we were going to was closed, we got kicked out of the club we were at, I lost my car, etc… What made me attractive, however, was the fact that I projected the feeling of confidence even during the failures.

The key, therefore, is to “trick” your subconscious mind into thinking that there is a clear path to whatever it wants (at least when you are around women) while simultaneously realizing with your conscious, rational mind that you actually have limitations and that the world actually contains threats. To do this, you must realize that your subconscious mind is not “you” – your subconscious mind is like a stupid oaf within you that you must get excited so you can get moving. You can also think of your subconscious mind as a crude threat detection system whose results must be reviewed and “fixed” by your conscious mind. Your subconscious mind is extremely powerful and also skews heavily negative, so even if you know from a “rational” point of view that you should pursue a particular goal, your subconscious mind may still cripple you with anxiety.

Whenever you are considering whether to pursue a particular purpose, your subconscious mind does a relatively simple cost-benefit calculation. If it sees the benefit of pursuing the purpose as outweighing the costs, it will make you feel energized, confident, and enthusiastic. If, however, it views the cost as outweighing the benefit, it saps your energy and makes you feel timid, anxious, and crippled.

For example, if you see a beautiful woman at a bar your subconscious mind will calculate the benefit from approaching her (a possibility of a good conversation which may even lead to sex) and the cost (the possibility of humiliating rejection). Unfortunately, when it comes to women your subconscious mind puts way too much emphasis on the negative because in the jungle rejection from the tribe meant almost certain death. To your subconscious mind, the relatively small possibility that you may have sex with this woman is heavily outweighed by the catastrophic consequences of rejection, so your subconscious mind freezes you with overwhelming anxiety. This is why most men cannot approach women. Your subconscious mind is constantly doing these calculations throughout the day, but you only notice it when dealing with women because your subconscious mind has a heavy, irrational bias against doing it.

Your subconscious mind performs these calculations based on the map of the world it has created for itself, so you can change the calculations by “teaching” your subconscious mind to reprogram its internal map. For example, if you successfully approach a few beautiful women your subconscious mind will “learn” that the possible benefit is actually higher than it previously thought. Even if you approach a bunch of beautiful women and get rejected, approaching in the future may become easier because your subconscious mind will learn that the consequences of rejection are not as bad as it previously thought.

Another way to hack your subconscious mind is to change your purpose. If you define your purpose
as “have sex with this woman” your subconscious mind may flood you with anxiety because it determines that the chance that you will have sex with this particular woman is relatively small, so it is not worth the possible costs. But if you change your purpose to “approach this woman and have a brief conversation” your subconscious mind may calculate that the possibility that this purpose is likely to be successful is relatively high, so it will energize you to go for it. Of course, you don’t actually want to have a brief conversation – you want sex – but your subconscious mind is a stupid oaf that needs to be tricked.

Because you can motivate your subconscious mind by making your purposes smaller and easier to achieve, “exposure therapy” is one of the best ways to rewire your subconscious mind. This is also why you can be more successful after you “warm up” and get a few small successes in. This is also why “outcome independence” is key when interacting with women. By changing your purpose from “sex” to “having an awesome emotional experience” your subconscious mind will cause you to act confidently because “having an awesome emotional experience” is something you can actually do on command, whereas “have sex with this woman” depends on her, and you have no way of knowing that she will comply.

Rewiring your subconscious mind to feel more confident is a long process that takes a lot of practice and reprogramming. Your subconscious mind wants to create a stable map of the world, so it wants compelling evidence before it changes the map, so you need a lot of reps. To make matters worse, your rational mind often processes the emotions coming from your subconscious mind as self-limiting beliefs, so you need to de-program these beliefs one-by-one.

I discuss hacking your subconscious mind in more depth in Part 3 of this Series.

Delusion

No matter how much you reprogram your subconscious mind, however, you will still sometimes feel anxiety because 1) you will run into new situations, and your subconscious mind will default to anxiety because it is naturally afraid of the unknown, 2) You may have failed at a particular task repeatedly, like approaching women, so your subconscious mind has “learned” that you cannot do it, or 3) for whatever other reason, you are feeling timid, anxious, or low energy on a particular day.

To bridge these gaps in your confidence, you may need to trick your subconscious mind with delusions. A delusion is simply an input you give your subconscious mind to elicit a certain emotional state. A delusion can be an affirmation you say to yourself, a movie or other external stimulus that you watch, or even a thought that you have. Again, for delusion to work, your conscious mind must know the truth and must understand that your subconscious mind is not “you.” You do not want to actually live in delusion in fantasy – that will get you in trouble. You do, however, want to trick your subconscious mind with irrationally positive images to counteract its naturally negative tendencies.

The problem is that your subconscious mind does not want to be tricked. Your subconscious mind evolved to build an accurate map of the world, not to believe whatever bullshit you want to believe. That said, your subconscious mind CAN be tricked, which is why humans get emotionally invested in movies, literature, and religion.

One way your subconscious mind does quality control is by only accepting external stimulus, which is why you can’t “think” your way to any emotional state you want. There must be some real-world referent to trick your subconscious mind that the stimulus is coming from the “outside” and is not just being made up by you. For example, if you have approach anxiety you can write yourself a love letter
from a girl that tells you that she has a secret crush on you, but she is too scared to approach you, so she needs you to approach her. When you are feeling approach anxiety in a bar you can pull out this letter, read it, and imagine that the girl you are about to approach wrote the letter. Of course, from a rational point of view, this is stupid – your conscious mind knows that she didn’t write that letter, she did. But remember – your subconscious mind is a stupid oaf and the very act of holding and reading a physical letter that looks like it was written by a woman might be enough to make your subconscious mind re-calculate its chances.

Another way to delude your subconscious mind is two write yourself a letter from your future self, which will say something like “Dear past Woujo, this is future Woujo. I can’t tell you exactly what happens, but I can tell you that if you approach this woman, everything will be better. Please go for it. You will thank yourself.”

You may need to tailor your specific methods of delusion to whatever works for you. These may include prayer, meditation, affirmations, listening to music, exercise, etc… In your delusion, you may need to trick yourself into feeling like you have 1) status, 2) resources, 3) attractive purposes, and 4) the ability and confidence to succeed at those attractive purposes and easily obliterate all obstacles in the way. For example, you can imagine yourself as a rich and famous DJ playing in front of thousands of adoring fans and beautiful women. Whatever you choose, your goal is to make your subconscious mind feel like the chance that something good will happen if you approach this particular woman (or escalate, or do whatever thing) is higher than the chance that something bad will happen.

All of this probably sounds stupid to you, which is understandable. But it should be an obvious fact that the subconscious mind is irrational, so you must counteract this irrationality with irrational tricks. Many of you may be thinking “that emotional experience sounds great, but I simply cannot put myself in that emotional state. During most of my life I feel weak, negative, sad, pessimistic, anxious, angry, isolated and disconnected from others, and most importantly, I cannot be around women without projecting at least some want.” Well, the bad news is that you need to somehow figure out how to generate this emotional experience for yourself. A dirty secret of dealing with women is that you simply cannot be attractive to women for long periods of time unless you are mentally and spiritually well, and if you are trying to pick up women to make yourself mentally and spiritually well, you will become even more miserable. You should not even be thinking of trying to pick up women until your emotional experience is fucking wonderful. Getting to that mental state will be a long and difficult journey for many of you, and may require therapy, study, psychedelics, meditation, discipline, spirituality, good friends, a mentor, and finding desirable goals to pursue, but you can start with at least pretending to be in that state when you are around women. One exercise I recommend to men is to warmly, genuinely, joyfully and happily say hello to every woman you see in public, including old ladies, without wanting or expecting anything in return. You will feel like a special needs student at first, but that uncomfortable feeling is the first step in learning how to hold frame and live in a separate and weird reality.

Do Looks Matter?

Women are not just attracted to attractive emotional experiences, but also to men who they subconsciously feel are capable of providing attractive emotional experiences, which is why women are attracted to men who are tall, smart, good-looking, athletic, muscular, rich, and high-status. When women see men who are short, scrawny, timid, and anxious they subconsciously infer his emotional
experience sucks. They subconsciously assume he often feels powerless against other men, is frequently disrespected, rarely gets what he wants, rarely gets laid, does not feel strong and confident, probably sucks at hunting, and rarely feels the conquering emotion. Who wants to be around that guy, much less vicariously experience his reality? Of course, the short, scrawny, poor guy might have an awesome emotional experience and he may feel the conquering emotion all the time, but he faces a much more difficult uphill climb to convince women of that fact.

Secondary characteristics like height, status, and looks, however, are less important than the actual emotional experience created as a result of venturing into the unknown to pursue desirable goals. Women get bored with rich, tall, famous, good looking guys all the time because nothing material you can ever give a woman will satisfy her. You can have all the money, looks, and status in the world and women will eventually get bored and want more, not because they are greedy or evil, but because humans evolved to seek transcendence. We are inherently hopeful beings that look into the future and wish for something better, and the moment we achieve something we immediately look to the next thing we can achieve. The pleasure of imagining the transcendent future and moving towards it is stronger than any other pleasure that you can enjoy.

Scientific studies have even shown that women prefer a man who can defeat challenges but has no money over a guy who is useless but has lots of money - it is not the money that women want most, but the feeling of moving towards a better future. Men who are rich in the secondary characteristics (looks, height, money, status) but are not pursuing an attractive purpose will catch women’s attention for at least some time (sometimes that time is only a few minutes), but women usually become bored when they realize the man has the weaponry to pursue desirable purposes but refuses to use it.

Nevertheless, you must still fulfill at least some of the woman’s lower desires. If you look like shit, live in a shitty apartment, and have nothing to show for your hard work, women will not be attracted to you no matter how awesome your emotional experience is. Also, no matter how awesome your life is, you will not be able to produce journey pleasure every second of the day, so in those boring times she will need some other emotion to fall back on. But even when pursuing your lower purposes, you must venture into the unknown. A casual conversation at a party could turn into a deep conversation about the nature of the universe; a coffee date may turn into a game where you guess the life stories of each person in the coffee shop, a trip to a music festival may turn into an exciting exploration of the festival grounds, etc…. You can be at the fanciest mansion with the most alcohol and the most important celebrities, but the moment the party feels boring and mundane, you must take her to the next stage of the adventure. When planning dates, you should find activities that are quirky, off the beaten path, and most importantly, genuinely fun for the both of you. If a woman wants to talk about something boring and mundane, you must elevate the conversation into something that you and her both find genuinely interesting, challenging, and important.

**Insecurity and Acceptance**

The fundamental motivating emotion for betas is insecurity. I define insecurity here as the fear, well-founded or not, that one will be rejected from the tribe. Insecurity is a foundational emotion for betas because rejection meant disaster for our evolutionary ancestors: one who was rejected from the tribe would be cut off from all of the tribe’s resources and left in the jungle to fend for themselves. Both men and women can feel insecure, but insecurity is more predominant in women because they are physically easier to kick out of the tribe and less able to fend for themselves in the jungle without male physical protection. Much of women’s seemingly bizarre behavior can be explained by their
insecurity and their attempts to alleviate that insecurity.

For a beta to obtain access to any valuable resource (such as food, sex, love, affection, and an enjoyable adventure into the unknown), they need to be accepted by the tribe first, which is why the beta’s desire to be accepted is their strongest emotion. Oftentimes the kind of clothes people wear, the music they like, and even their moral and religious beliefs are dictated by the tribe, because acceptance by a powerful tribe is more important than whether you listen to this or that music, wear this or that clothes, or believe this or that moral theory. Aside from meeting our most basic needs, most everything humans do is for acceptance and status and most of our psychological trauma is a result of somebody who made us feel rejected at some point.

This need for acceptance drives conformity in humans. Even if a beta cannot consciously identify a particular person or thing as the “alpha male” their subconscious mind will still push them to do things that will conform to the dictates of whatever group of people they feel is most desirable and most likely to accept them. This is why even “nonconformist” people like goths and punks all end up looking, acting, and talking the same – their subconscious mind has identified “the goth community” as the desirable tribe, and pushes them to do whatever it thinks will bring them acceptance and status within that tribe. In women, all the slutty outfits, bitchiness, and efforts to be cool are all pleas for acceptance and status. And a woman wearing high heels or make up is subconsciously begging for acceptance by the alpha male.

Insecurity creates a powerful evolutionary drive in betas to battle each other for status. In the absence of a clear alpha male to lay down the law, betas engage in heated, sometimes violent status wars until a clear, undisputable winner emerges. You can see this dynamic in a middle-school lunch room, Twitter, or lawless desert in Afghanistan. This eternal war for status is why children bully each other, why old ladies gossip, and why beta and insecure people are so much worse to work for than alphas. Of course, there are plenty of rational reasons for a person to be unpleasant to another person, but attacks for status are often completely irrational and only exist to obtain a higher rank in a hypothetical dominance hierarchy that only exists in people’s heads.

This status battle is essentially a clash of purposes – whoever can cause the other party to deviate from their purposes “wins” the status battle and feels higher in the dominance hierarchy (and the loser feels lower in the dominance hierarchy). But as we have seen, your purposes create your reality and your reality creates your emotional experience, so you “win” a status battle by showing that the challenger cannot affect your purposes, reality, or emotional experience. The alpha male does not, however engage in these status battles because there is no danger that he could ever be rejected from the tribe – he IS the tribe. A beta attacking the alpha male for status is like a 2 year old kicking a grown man in the shin – all the grown man can do is laugh because the threat is so insignificant. Furthermore, the alpha’s thoughts and emotions are simply not focused on gaining acceptance – he is instead focused on venturing into the unknown to create a superior future reality for the tribe. Insulting the alpha male is like a preacher reading a math textbook at a Justin Bieber concert – it just does not register emotionally to him.

The best way to “win” a status battle is to not play at all. By engaging in any kind of status battle with anybody, you are admitting that you are just another beta fighting for a place in the tribe, rather than the alpha who transcends the tribe. This is why women are turned off by men who brag and who get butthurt when they are insulted – those guys are still playing the “game.” The alpha male doesn’t give a fuck what you think about him at all, which is why he “wins” the status game. If you go to nightclubs, for example, you see tons of guys competing for status – some of them are winning, some
of them are losing – but all of them are experiencing a sub-par emotional experience because they are worried about whether the next guy will overtake them in the status game. The guy who is dressed in a ridiculous outfit and who is spending the most money to look cool is less attractive to women than the guy who is just having a fun time.

Betas do not just want acceptance from any old tribe – they want acceptance from the strongest tribe that is led by the strongest alpha male. Humans evolved an intense fear of “outsiders” so if a beta feels like there is a stronger tribe out there, they will want to either beat them or join them. Because insecure people perpetually feel like they are left at the fringes of the tribe, they are often the shittiest, most disloyal people. They rarely feel loyalty to any tribe because they rarely feel like any tribe has actually accepted them. A person can only really be compassionate if they are firmly secure in a tribe and have access to the tribe’s resources to distribute. An insecure person must worry about saving their own ass and joining a tribe first because they can even think about being compassionate to others. This is why relying on insecure people for compassion or pity is always a fool’s errand.

Imagine you are a beautiful woman. Ideally, the man who is clearly the alpha male from the strongest tribe will roll out the red carpet for you and joyfully accept you. In the real world, however, it is not clear who the alpha male is – instead, you see a confusing mess. Some men have some alpha traits but are missing others, some men act alpha at some times and beta at others, and some men seem like they might be alpha but won’t give you the time of day. All you know is most men are beta because, evolutionary speaking, there is only one alpha and many betas. When men supplicate to you and deviate from their purposes for you (which becomes more frequent the hotter you are), you will feel paradoxically feel more insecure because you will subconsciously feel that those men are not the alpha male and therefore cannot “accept” you into the tribe. Your insecurity will therefore drive you to irrationally attack every man you interact with. This “bitchiness” has an evolutionary purpose: if you win the attack you get a small status boost in the tribe, and if you “lose” the attack, then you have found the alpha male and you now know who YOU need to supplicate to for acceptance. Counter-intuitively, women prefer to lose because if they “win” they have not received much: they are still not accepted by the boss, they are just slightly higher in the dominance hierarchy than some random guy. Most men do not understand this dynamic so when women irrationally attack them they lash out in anger, get anxious, get butthurt, do something creepy, react passive aggressively, or run away. These responses are wrong because they indicate to the woman that she successfully perturbed your emotional experience, and therefore you are not the alpha male. The right reaction to a shit test is to maintain your joyful emotional experience and act like a 2 year old kicked you in a shin. If you approach a woman or group of women and they say something humiliating or mean to you, your best reaction is to act like they magically disappeared and ceased to exist but you didn’t even notice. Your body language, facial expression, and general demeanor and happiness should not change at all; you should just act like something else caught your eye. I know that sounds like a strange way to behave in the real world, but from an evolutionary perspective you are demonstrating to her that her attempt at “rejecting” you actually caused her to be instantly rejected. Remember, no matter how hot or rich or famous or bitchy or cool or popular or well-connected or snazzily dressed a women is, from an evolutionary standpoint she is not the gatekeeper of the tribe – YOU ARE, and just by virtue of being a man. Most men, unfortunately, fail to understand or exercise this potential power they have.

Of course, women will not fall in love with you just because you passed one shit test. For a woman to accept a man as an alpha male she needs a lot of “evidence” because, from an evolutionary standpoint, the alpha male acts consistently over a long term, not just in short spurts. But the longer
you can stay in her presence and show that you react like the alpha male would, the more emotional investment she will build in you, and the more likely she is to accept you as the alpha male. This time period can last from a few minutes to a few hours to years. Normally, I tell guys that if a woman is still not coming around after a reasonable period of time, it probably ain’t gonna happen and you should move on.

To deal with insecure people, you must understand their psychology. Insecure people are haunted by a constant paranoia that they will be rejected by those who matter, so they need stay constantly on their toes to secure acceptance. People often become insecure when they are repeatedly rejected by the people they care about, so their subconscious mind constantly feels like they are at the fringe of the tribe. Men are often shocked by women’s cruelty and cold-heartedness because they fail to realize that women view the world as a scary place governed by power. In this nightmarish landscape, women’s strongest imperative is to seek the most powerful man’s protection, but the most powerful man can change in an instant. This is why women need constant validation and attention to confirm their acceptance, which gives rise to symbolic things like weddings and Valentine’s Day. But even when they achieve acceptance, they are still not fulfilled because they assume they will just get rejected again— which is why so many insecure people cheat on their partners and constantly seek attention from every high status person they meet. Insecure people never feel the calm and warmth that comes from knowing they are permanently part of the tribe, they are surrounded by good people who love them, and that they can get anything they could ever want or need from the tribe or themselves.

Evolution wants people to stay in their place, so insecure, low-status individuals start to feel “comfortable” on the bottom rungs on the tribe, which causes them to feel uncomfortable and anxiety when somebody treats them like they are high status and firmly accepted. This is why some people have imposter syndrome or are “afraid of success.” Their conscious mind wants to succeed, but their mind subconsciously tries to sabotage their success so they go back to their lower rank where their mind thinks they are “supposed” to be.

Some men target insecure women because they think that insecure women are “easy.” But insecure women actually have a stronger desire for the alpha male because their desire for acceptance by a strong tribe is never satiated, so they need to keep feeding that desire. Insecure women are also more likely to act up and shit test the alpha male because they are used to being rejected and feel uncomfortable when things are going well. Finally, insecure women often bounce from man to man because they have no loyalty towards any tribe because they do not feel like any tribe is loyal to them. As you can see, human psychology is extremely weird and counterintuitive, which is why almost nobody understands it.

To deal with insecure people, you must hold iron frame. You must make clear that they must fight for their acceptance and you will reject them the moment they act up. Most men do the opposite— when a woman expresses insecurity, they supplicate to her to reassure her that she is accepted. But this kind of supplication actually increases her insecurity because it demonstrates to her that the man is weak, his tribe is weak, and she should look elsewhere for acceptance. Humans evolved to see the alpha male as a hardass who rejects people who are not performing, so if a man tells a woman that she will not be rejected no matter what she does, she will subconsciously think either 1) he is not the alpha male or 2) he is lying. Either way, she is still insecure. Again, this is extremely counterintuitive, which is why so many men fail at this.

Modern society has created an insecurity crisis within women because it teaches women that their
primary value comes from their appearance. This lie causes insecurity in women for two reasons: 1) appearance is a temporary, fleeting thing that literally changes based on what you wore, ate, and painted your face with that day, and 2) women evolved to feel accepted after they contribute to the tribe, not just for being hot. As we will learn, being hot contributes to the alpha male’s emotional experience, but only slightly – most of her value comes from her assistance to his purposes. A woman who only focuses her time and energy on being hot, like so many modern women do, will never really feel accepted by any man because the deepest depths of her subconscious mind will let her know that she is still worthless.

Men can also be insecure, and unfortunately, many men get into picking up women to cure their insecurity – they subconsciously feel like they can become “alpha” and get women, they will rise in the dominance hierarchy and be more “secure” in their position in the tribe. These guys often grew up around people who harshly rejected them and people who made them feel like their value as a man depended on how many women they could get. But trying to feel alpha by getting women always fails because they become dependent on women for that feeling, which makes them wanty, which ends up repelling women and making them feel even more insecure. You need to feel alpha first, and THEN get women, not vice versa.

Because insecure people are desperately trying to convince others and themselves that they are members in good standing of the tribe, they often project a fake hyper-confidence and obsession with status. They often try to “imitate” the alpha by acting distant or aloof, as if their thoughts and emotions were focused on something much more important. They also often irrationally attack others to assert and demonstrate their place in the dominance hierarchy (something a real alpha would never do). Unfortunately, many men fail fall for these false projections by women and actually believe that these women are better than them or unwilling to enter their frame. But real alphas do not irrationally attack or ignore people, so people that act shitty are often frightened betas worrying about their place in the dominance hierarchy. The insecure people that act shittiest often act the most debased and supplicatory when they encounter an actual alpha male, because the whole purpose of the assholishness by these insecure people was to be accepted by this alpha that they have finally found.

The Unknown and the Madman Theory

In a perfect world where you were the archetypal alpha male women would never get bored or tired of you because you would be constantly venturing into the unknown every single second of the day. In the real world, however, you spend much of your time doing mundane things and not venturing into the unknown: tying your shoes, brushing your teeth, going to dinner, etc… Therefore, even if you live a pretty cool life, women in the real world will be bored of you much of the time. Furthermore, women cannot read your mind, so even if your thoughts and emotions were constantly focused on the unknown, it would still appear to them superficially that you were boring.

The solution to this dilemma is that you must not only venture into the unknown, but you must also yourself feel like the unknown to her. A woman, therefore, explores the unknown in two ways; vicariously through the alpha male, and directly by trying to get the alpha male. You do this by acting somewhat unpredictably within the Golden Window. I hate to tell men to “play games” like this, but unfortunately the human desire for the unknown is extremely powerful, irrational, and constantly present. You can fail if you act predictably, even if you are in the Golden Window. For example, if you always text her back exactly 20 minutes after she texts you, you may still be technically complying
with the alpha male quid pro quo and acting within the Golden Window, but in a predictable and boring way. But even if you act unpredictably, you must remain in the Golden Window. It is pretty “unpredictable” to disappear for three months on your girlfriend, but most girls would dump you after that. Similarly, it would be unpredictable to buy a woman you just started dating a Ferrari, but that would be beta. Your unpredictability must remain within the Golden Window.

I cannot teach you how to be unpredictable because, well, that would make you predictable. Just like understanding the sweet spot requires emotional intelligence, understanding the scope of acceptable unpredictable behavior also requires emotional intelligence. Some women want more unknown than others, and some types of unpredictable behavior are too much for some women to handle.

The fucked up thing about a man or woman’s desire for the unknown is that there does not need to be anything interesting or valuable behind the illusion for the illusion to work. The attraction to the unknown is a self-contained desire – it need not be supplanted by any real prize that lies in the unknown. By definition, a person attracted to a path through the unknown does not have enough information to know what is at the end of that path. Therefore, it is possible to be an uninteresting loser and still create this illusion for women, at least for a short time.

Because it is hard to fake being the alpha male, pick up artists have traditionally focused making women feel they represent the unknown. Negging, push-pull, peacocking, “dread game,” strategic texting, and routines are essentially ways to make men “feel” mysterious. And unfortunately, it works. The desire for the unknown is such a primal, strong desire that women will often reject an actual high-status, good-looking guy in favor of a mysterious loser.

This is a serious problem for women. Women systematically miss out on guys they would otherwise really like because the high value guy acts slightly too emotionally invested and the loser successfully “games” her by being challenging, distant, and “unknown”. It is obviously rational to want to avoid creepy, annoying, stalkers who are way too emotionally invested, but it is not rational to reject an otherwise attractive guy only because he is slightly too emotionally invested.

When I first started gaming, I would sometimes have long, great conversations with women who seemed genuinely interested, only to blow it by acting slightly too interested or emotionally invested later. I was not being creepy or pushy at all, I was just being a little too interested and nice. Later, sometimes that night or sometimes a different night, I would see the same woman with a guy who was worse than me in every way: shorter, uglier, clearly lower status, etc… I later realized that the real victim was the woman – she rejected the objectively superior and more desirable guy (me) for a lower-status guy, solely because the lower value guy “felt” more mysterious at that moment. And of course, this low-status guy had no idea what he was doing: he “got lucky” by acting the right way on accident, and he would usually blow it later by acting overly emotionally invested. Women jump from guy to guy partly because most guys cannot consistently project the illusion of the unknown, especially if they get emotionally invested, which causes women to lose interest and look for somebody else.

On the flipside, once I understood women’s attraction to the unknown, I started batting out of my league. Women would choose me over guys who had objectively higher value than me, simply because those guys acted a little too emotionally invested or interested. Furthermore, because I understood what I was doing, I was able to project this illusion on a consistent basis whereas other guys would do it on accident for a little while and then go back to messing it up. I was even able to go back to those women that had rejected me previously and get them back by acting mysterious and
unknown.

By realizing that women’s desire for the unknown is a separate, self-contained desire that had nothing to do with a man’s actual value, I was able to create an illusion for myself that was way more impressive than what I actually was.

The alpha male quid pro quo and women’s desire for the unknown mean that a man should always remain a “maybe” to the woman. If a man says or does anything to indicate that he is “all in” on a woman, she will lose attraction because unconditional commitment communicates that 1) the man will continue to do things for her even if she does nothing for him, 2) the man can be distracted from his purpose, and 3) the man lacks options.

**Conclusion**

Many men in the manosphere say things like “women don’t care about your struggle, they just want a man who has crossed the finish line and is already successful.” That statement is both true and false. First, it is true that women do not care about your struggle. Betas naturally do not care about anybody else’s struggle because they are more worried about their own. If you are in the jungle fighting with other betas for limited resources, you simply do not have the time or emotional energy to care about somebody else having a tough time, especially if that other person is an alpha. Betas are almost incapable of feeling pity for the alpha. A single mother working two shitty jobs may say she feels bad for Lebron James, but on the deepest emotional level, she does not and cannot feel bad for him. Nor are women interested in struggles – a struggle implies negative emotions, and women want none of that. Even when on a difficult adventure, women want a man who is confidently and joyfully pursuing his purpose, not “struggling.” This is not because women are evil or heartless, but because negative emotions register much deeper with women. A man can handle negative emotions because he feels hope (powered by testosterone) that he can defeat whatever threat is in his way and make it to some better place eventually. Because women have higher anxiety and less testosterone, they have less hope, which is why they seek the positive emotions offered by the alpha male. But if the alpha male is also drowning in negative emotions with no hope to escape, he is nothing but a burden to women.

That said, a man who has stacked up a ton of money and Ferraris but now spends his day watching TV and chasing women is not attractive. Sure, he will probably get some hot babes that want to quit their job and spend all day by his swimming pool, but they will not feel emotionally attracted to him. Men who think “women just want money” completely misunderstand women’s desire for an adventure.

All that said, in reality high-quality women often do end up with rich and successful men, for several reasons. First, the best indicator that a man that can, will, and will continue to pursue desirable purposes is evidence that he has succeeded in the past. A man who says “I know I have failed at everything I have tried to do so far, but I promise that now I am on a fun adventure pursuing desirable purposes” is not very persuasive to women or anybody else. Second, journey pleasure is a rare and delicate flower, and it is difficult to consistently produce this emotion for yourself and others. When this emotion disappears, women come back to their rational senses, and at that point they need to rationally decide whether to stick with a guy, and if the guy has nothing to offer from a rational point she will move on. I have known several drug dealers, pimps, and rappers that can often attract very beautiful women, but those relationships are often very unstable because the women eventually figure out that there is nothing behind the illusion.
Introduction

This article is the third part of a 3-part series. Part 1 discussed why a man’s purposes are the most important things in his life and why they also bring him the most pleasure. Part 1 also discussed how a man’s confidence pushes him towards his purposes and anxiety pushes him away from his purposes. Part 2 will discuss how a woman’s attraction to a man is centered on his purposes, which in turn create his emotional experience and his reality. Part 3 will discuss how a man can manage his ego to maximize the pleasure he receives from pursuing his purposes and minimize his anxiety.

Managing your Ego

I do not think it is possible to “kill” your ego, nor do I think you should. You need your ego to navigate the world, to know what to focus on and what to ignore, to know what to do and what not to do, to differentiate between bullshit and truth, and to avoid threats. The goal is not to “kill” your ego, but rather to manage it and “fix it” when it is wrong.

The most important thing to realize about your ego, which literally means “I” in Latin, is that your ego is not “you.” You are a real, material, living thing with objective characteristics, strengths, and weaknesses, but you also have the ability to make conscious and rational decisions based on new information, which means you are (almost) infinitely malleable and have (almost) infinite potential. Your ego, however, can only characterize you in terms of your limitations, so when it presents your characteristics to your consciousness it usually leaves out the infinite potential that you possess.

Because there is no way to know how much potential any particular person has, many cultures have identified the “essence” of a person with their “soul,” a transcendent, divine “thing” that is indestructible, connected directly to God, and has infinite potential. I am not a fan of religion, and I hate to inject religious language into my articles, but I cannot think of a better concept to characterize the true essence of “you” than your soul because your soul is separate from and higher than your physical characteristics, your belongings, your emotions, your internal maps, and even your thoughts. One way to characterize your essence is your ability to make conscious, rational decisions, but as we will learn, your “rational” thinking ability is often hijacked and tricked by your emotions, so even your “rational” thoughts can be tainted by ego. It’s not clear what your soul even is, but it is something completely separate from anything limited, finite, or material. You don’t have to believe in a soul if you don’t want, but you should extract the important lesson that you should view “you” as separate from your thoughts, emotions, and internal maps, and that “you” are infinitely malleable and have infinite potential.

Human beings and other primates evolved to feel shitty when they get rejected from the tribe, so when your girlfriend dumps you, “you” feel shitty. That shitty feeling can evolve into long-term and chronic depression, anxiety, feelings of inferiority, self-hatred, laziness, listlessness, paranoia, and other self-defeating feelings. But your girlfriend did not dump “you,” she dumped your outward manifestation – your outward appearance, your emotions, your thoughts, your actions, etc… But because “you” have an infinite capability to evolve and improve, you can change your outward manifestation relatively easy and become a completely different thing than the thing she dumped. Paradoxically, the only thing stopping you from “fixing” your outward manifestation are those very
self-defeating feelings that come about as a result of being rejected.

You should think of your soul as infinitely powerful. Your outward manifestation is limited – you may not be able to ever become 6 feet tall or look like Arnold Schwarzenegger, but you can make major changes to your outward manifestations. There are many ways to skin a cat, so instead of becoming depressed that you were born a short Asian, you can use the infinite power of your soul to make yourself powerful in other ways.

You may say “sorry, but I’m a scientific rationalist and materialist and I don’t believe in a soul. I think humans are limited and finite.” If you want to think that way, go ahead, but you may get end up getting your ass kicked by somebody who does believe in an infinitely powerful soul, because that person may end up seeing a path to victory when you see none. The reality is that nobody knows exactly what their limitations are and how the world can constrain them, so it is better to assume there are no limitations than to assume limitations exist when none actually do.

Your ego is an attempt by your subconscious mind to create a model of your outward manifestation so you can navigate the world, but as we will learn in this article, this model is often inaccurate in important ways and skews overly negative. More importantly, there is much our subconscious mind does not know about the world or how the future will unfold, so our ego is often overly narrow minded and pessimistic. Your ego is a useful tool that “you” can use to accomplish your goals, and you should ultimately try to mold your ego as much as possible to tackle the world with hope, positivity, and optimism, but you should be constantly careful to realize that your feelings, beliefs, and even your thoughts may not be accurate representations of the world. The Greek philosopher Heraclitus famously said that most people live in a fantasy world built by their own mind. Your goal should be to make your internal map as accurate as possible, but one of the hardest things a human can do is to tell the voice in their head that it is wrong.

To manage your ego, you must do the following things:

1) Keep your “soul” in charge and use your rational thinking ability, to the extent it is working, to fix and manage your ego.

2) Adopt a new set of beliefs about the world that will cause your rational and subconscious minds to work together to build a more positive map of the world.

3) Constantly test your own boundaries using exposure therapy and prove to your subconscious mind that the threats its perceives are not as bad as it thinks.

4) “Trick” your subconscious mind into becoming more positive by showing it positive images.

5) Engage in activities that flush out your negative emotions, like lifting, art, meditation, etc…

What is your Ego?

Your “ego” is your subconscious internal map of the world and your subconscious internal map of yourself. Those two maps correspond – your subconscious builds your internal map of yourself based on what it thinks the outside world is. Humans evolved to build these maps to keep us safe from threats and to guide us towards pleasurable things. If we see in our internal map a clear path to a pleasurable thing we feel confident and motivated to energetically pursue that thing. If we see a path to something we want blocked by threats, we become anxious about that path and look for alternative paths.

Our subconscious internal maps seek to guide us towards many things, including food, shelter, warmth, sex, affection, relationships, etc… But the two most important pleasures for human beings
are 1) feeling accepted by the tribe, and 2) feeling like you have contributed to the tribe. Depression is a failure of #1 and anxiety is a failure of #2. To feel like you have contributed to the tribe, you pursue some grand purpose with the feeling that you will certainly defeat any challenges on the way to that purpose (confidence). I call this pleasure journey pleasure, and journey pleasure is strongest when you feel you have 1) ventured into the unknown to pursue desirable resources, 2) defeated threats and challenges blocking your way to those resources, and 3) returned those resources to the tribe to distribute to the members of the community.

Much of our “ego” is centered around accomplishing, or at least feeling like we are accomplishing, these two goals, acceptance and goal-conquering. These desires are never satisfied: to stay alive we need to stay in good standing in the tribe, so we constantly need to feel accepted and like we are contributing. To contribute, we need to feel like we are making progress towards obtaining some desirable resource, and to feel like we are making progress towards a desirable resource, our subconscious needs to feel like there is a clear path through our map of the world to get that thing. We therefore rely on our maps to feel positive emotions, and when our maps are destroyed, we are plunged into anxiety and depression.

Human beings evolved to adapt to and accommodate their environment, so our ego is an internal “character” our subconscious mind builds that it thinks will best contend with the world as it perceives it. And of course, most of our psychological issues are the result of inaccurate internal maps. For example, people who are overly anxious or timid overestimate the threats in the world and underestimate their own ability to defeat those threats. People who arrogant underestimate the challenges of the world and overestimate their own abilities. People who are narcissistic are insecure and subconsciously believe that they are constantly on the verge of being rejected by the tribe so they must constantly “fight” to remain in good standing. People who are depressed view themselves as being rejected by the tribe or at the very bottom, with no hope or way to rise through the ranks. Etc…

To put it another way, our ego is the outcome of your assumptions about the world. I ASSUME the world is a place where only assholes can succeed, THEREFORE my subconscious pushes me to become an asshole. I ASSUME that I am at the bottom of the tribal dominance hierarchy and cannot move up, THEREFORE my subconscious characterizes me as a sad bitch that needs handouts from people who are higher than me. These are strongly anchored by our emotions, so our “rational” mind may even realize that these assumptions (and their accompanying emotions) are wrong, but nevertheless we “feel” they are true, so we internalize them and build our ego around them.

Imagine you are an Asian guy and you think (or more importantly, feel) that white women don’t like Asian guys. Your subconscious mind may adjust your internal map and ego to reflect this belief. You now see yourself as a “thing” that white women will never like, and you adjust your behavior accordingly. You may seek to avoid approaching white women to avoid humiliation and rejection. You may see white women as somehow “superior” to you and therefore subconsciously or consciously supplicate to them or debase yourself around them. Worst of all, once you have accepted this barrier in your life, your ego will start wondering what other shit you cannot do.

As you will learn, most of the inaccuracies of our map and our concomitant psychological pathologies are the result of an overly negative and fearful view of the world. One of the hardest things about becoming psychologically healthy is building an accurate, or at least less inaccurate, map of the world.

Managing your Desire
One way your ego can create a counterproductive internal map is by populating your internal map by false pleasures. Our fundamental motivation comes from our goals, conscious or subconscious, so if our goals are wrong we can be lead into ruin. Humans develop counterproductive goals for two reasons: 1) we fundamentally misunderstand our desire for acceptance and 2) we are too afraid to pursue our productive goals.

One of our strongest emotions is our desire for acceptance, and that desire becomes the basis for many of our other stupid desires. For example, people that are obsessed with money, status, and appearance are actually yearning for acceptance, and they subconsciously feel that if they do not have money, status, and appearance they will be “rejected” from the tribe. It does not help that many people actually will basis their acceptance of you on how much money, status, and appearance you have.

As I stated in Part 2 of this Series, insecurity is the feeling that you may be rejected from the tribe, and is the primary thing that motivates you to desire things that are not actually necessary for your well-being. Of course, there is nothing wrong with having money, status, or appearance, but you should pursue them for rational reasons, not to impress some hypothetical “tribe” that only exists in your head. People “‘buy things they can’t afford to impress people they don’t like’” because they subconsciously see those people they don’t like as being in their tribe. People often radically change when they change “tribes” (for example, when they graduate high school) because the criteria for being “cool” has now completely changed.

Insecurity also drives douchey, conformist, and submissive behavior. Because insecure people will do anything they think they need to be accepted, they become extremely vulnerable to manipulation. Political parties, corporate marketing, cult leaders, and psychopathic people all take advantage of people by playing on their insecurities.

To make matters worse, humans evolved to feel like there is only “one” tribe, which means that if an insecure person feels rejection from ANYBODY, they feel rejection from the entire tribe. This is why people’s desires are infinite. No matter how much money, status, or appearance a person has, there are always going to be people who have more than them and/or will reject them for not having enough, which means they will always want more. Insecure people and narcissists often silo themselves in groups of people they know will accept them so they never need to feel the pain of rejection, but you can never completely wall yourself off from people who do not like you.

The particular pathological things you desire are often influenced by the tribe you are trying to impress. For example, if you grow up around people obsessed with appearance, you will highly value, desire, and pursue appearance. Taken to the pathological extreme, this desire may cause you to mutilate your face with plastic surgery, spend money on clothes you can’t afford, freak out when you look bad, and waste time working on your appearance when there are better things you could be doing. This is all a subconscious process: you don’t consciously think to yourself “I overly value appearance because I was raised around people who based their acceptance on appearance.” Instead, you just think “I like looking good” or you may have no conscious thought at all.

Interestingly, once you have internalized these desires in your subconscious, they will become a part of your internal map once the tribe is gone, which means you will still desire these things even if they no longer bring acceptance. If somebody sees their value to the tribe as tied up in their attractiveness, they may continue to desire being attractive even after they move somewhere everybody is ugly. Their neural networks still associate attractiveness with acceptance (and therefore pleasure), even
though in their new community attractiveness is no longer required for acceptance. Women often say “I put on makeup and slutty clothes for myself, not to impress guys” and men think they are lying. But women may not necessarily be lying – in that case, their subconscious mind has associated “looking good” with acceptance, so they feel that rush of pleasure even when there are no actual guys to accept them.

The first step to removing your pathological desires is understanding that they are usually just distortions of your desire to be accepted. If your desire to be accepted has been fulfilled, then you can pursue money, status, and appearance for rational reasons, not to impress other people.

One way to fulfill your desire for acceptance is to find a good group of friends that are solid, reliable people that will not condition their acceptance of you and their friendship on stupid criteria or on you supplicating to them. But no matter how reliable your friends are, they will still occasionally let you down. Ideally, you would find some spiritual way to feel acceptance so that you do not need to rely on earthly sources of acceptance. In many religions, the idea of God helps people feel accepted, which is why religious people are often good at resisting society’s pressures.

Psychedelic drugs also induce a deep feeling of acceptance, which is why people often associate psychedelics with “ego death,” spiritual experiences, and a feeling of release from their regular stupid concerns. The neurochemical associated with the feeling of acceptance into the tribe is serotonin, and most psychedelic drugs work by flooding the brain with serotonin or serotonin agonists. Once your brain is flooded with serotonin, you feel “at one” with everything. You feel this oneness because you no longer feel like you are on the outside of the tribe and that you need to fight your way to get in. You also lose feelings of douchiness, anger, anxiety, and other defense mechanisms against rejection.

You can also develop pathological desires if your map becomes littered with threats and you feel like there is no clear path to the actual things you should be pursuing. Your highest pleasure is the feeling of pursuing desirable purposes (journey pleasure), but you will not feel journey pleasure if you feel like the paths to desirable purposes are blocked.

**Problems with Ego**

Our internal maps often become inaccurate because they are overly negative. Fear is our strongest motivator because for our evolutionary ancestors, encountering a threat could have meant death or permanent expulsion from the tribe. Your subconscious mind will happily give up the opportunity to get 10 “wins” in your life if it means you avoid 1 loss because in the jungle, a win was a small amount of food or sex, but a loss meant death. As you can imagine, this type of thinking is no longer relevant for most modern humans because most “threats” we fear are no longer fatal, but nevertheless our emotions are wired to see them as fatal.

Even “positive” psychological maladies like narcissism and bipolar syndrome are often caused by fear. Narcissists feel intensely insecure and desperate for acceptance so their mind creates ham-handed, weak, primitive, laughable efforts at acceptance, like “maybe if I brag about how awesome I am, people will believe me and accept me into their tribe.” In other words, a narcissist is like a crackhead trying to scheme a way to get a few dollars to get high again. Impulsivity is also often the result of feeling like you are on the verge of being kicked out of the tribe: your subconscious minds wants to consume as much resources as it gets rejected and has no access to resources. People with intense anxiety also act impulsively because their subconscious mind sees all their paths to meaningful goals (which produce dopamine) blocked with threats, so they seek dopamine from cheaper, easier sources (drugs, pornography, etc…). As we will learn, even people that are overly
optimistic often operate from a place of fear – their internal maps shows them (false) easy paths to the things they want, but they are too afraid to tear down those maps and replace them with more accurate ones.

The ego is “healthiest” when it feels comfortably accepted into the tribe and making progress towards accomplishing meaningful, positive goals. People who feel comfortably accepted do not feel scarcity, and do not act impatiently, impulsively, or in ways that maximize short term pleasure at the expense of long-term gain. The ego will not feel “healthy,” however, if it feels like you are on the bottom of the dominance hierarchy, on the verge of getting kicked out of the tribe, or like all your goals are blocked by threats. So managing your ego is most often an exercise of eliminating false negativity from your map, but it sometimes requires you to add some negativity to your map once you learn of a threat you didn’t realize was there. But even our failure to accept necessary, negative truths about our reality is the result of fear. Our brain is very reluctant to change a map that it thinks will lead it to a positive outcome because it fears it will never find another map to that positive outcome. If you think that you can only be happy by dating Katie, and then you find out Katie cheated on you, your subconscious mind may try to “ignore” the fact that Katie is a schisty bitch because it thinks Katie is your only chance at happiness and if you leave her you will die alone.

To summarize: your maps could be inaccurate because they are overly positive or overly negative, but in both cases the inaccuracy is often because of fear.

Several other things cause our maps to become inaccurate:

First, the world is infinitely complex, but our subconscious mind builds our maps based on the thin slice of the world we actually experience, which means that if our experiences do not accurately represent the reality of the world, then our map will be inaccurate as well. For example, if you are an Asian guy and you have never seen an Asian guy actually succeed with a white girl, and you have only seen Asian guys get rejected by white girls, your subconscious mind will build a map where it is impossible for an Asian guy to get a white girl. Why wouldn’t it? It doesn’t know better, and logical arguments aren’t persuasive to it.

The fact that your ego builds itself based on its experiences can create a dangerous feedback loop. If you are an Asian guy who thinks that white women will never like Asian guys, you may never approach white women. But if you never approach white women, then you will be less likely to see a white woman like an Asian guy, which will in turn strengthen your internal map’s belief that white women never like Asian guys. You create your own reality with your actions, and if you act based on certain assumptions about reality, then the reality you create will reflect those assumptions. It is a self-fulfilling prophecy.

Our internal maps also become inaccurate because our subconscious mind builds our internal maps using visceral images that provoke emotion rather than cold, rational facts. Imagine our sad Asian guy approaches three white women and gets rejected by each one, and then his subconscious mind builds a map wherein white girls never like Asian guys. Now imagine you tell our sad Asian guy “I have lots of rational, logical, empirical data that shows that white women sometimes like Asian guys.” Even if he “believes” your rational facts, his subconscious mind will still think that white women do not like Asian men because the subconscious mind was “taught” that fact by an emotionally significant experience. He will still feel anxiety when approaching white women, he will still feel like it is an impossible task, etc…

Our map-building circuits are very old from an evolutionary standpoint, much older than our rational
brain, so “rational” arguments are not very persuasive to it. Plenty of people hear the “truth” but they fail to internalize and accept it because our internal maps are more respondent to emotion. And because our subconscious mind is so responsive to emotion, our internal maps are often rough drafts and lack nuance.

A major problem with our internal maps are overly negative is a lack of nuance. For example, let’s say our Asian friend approaches a white woman, but does so timidly and anxiously, and then gets rejected. The “right” lesson our friend needs to learn is “women, white or not, do not respond well to timid and anxious approaches.” However, because our subconscious lizard mind is crude and unnuanced, the “lesson” it might learn is “white women do not respond well to approaches for Asian men” so now his map is much more negative that it needs to be. I have coached a lot of guys, and usually they do 95% of things right, but they have one or two sticking points that keep tripping them up with every woman they approach. But their subconscious mind doesn’t realize they are doing 95% of things right; the subconscious mind just sees a 100% failure rate, which makes them feel completely worthless.

Our maps are also often wrong because our subconscious mind does not like to change our maps. The world is infinitely complex, and our maps are our only source of stability and positive emotion in a sea of chaos, so our subconscious mind tries its hardest to keep our maps stable and intact. As Jordan Peterson has famously observed, the “unknown” induces anxiety in humans, and any part of the world that our subconscious mind has not created a map for is effectively “unknown.” We rely on our maps for positive emotion, because our maps tell us how to get to pleasurable things – without our maps we are adrift in a sea of terrifying unknown with no clear path to good things. Because we are so terrified of the unknown, we try to desperately build a map to figure out everything. If our map is somehow wrong we need to deconstruct that part of the map and reconstruct it to be correct, but the process of deconstruction and reconstruction requires us to go through a period of chaos and anxiety while we are trying to figure out how to correctly reconstruct that map. That period of chaos is terrifying, so we often prefer to stick with the wrong map than to risk plunging back into chaos. I believe that part of our fear may come from the thought that if we deconstruct our maps, it will be too difficult for us to put it back together again.

Because of the fear of changing our maps, humans often become dependent on overly simplistic religions, ideologies, political parties, beliefs, or life plans. We sometimes even have a sneaking suspicion that our beliefs may be wrong, but we are too afraid to change our maps.

Imagine you are a hardcore Christian and most of what you do and believe is based on the Bible. You are a hard-working, kind, faithful person because of Christianity. You have avoided drug addiction, poverty, failed relationships, and many other bad decisions because of your Christian beliefs. Now imagine an atheist comes up to and makes some intelligent, logical, well-reasoned points about why Christianity is wrong. Even if the atheist’s arguments are persuasive and make sense to you, you may still try to ignore them because you are afraid that if you abandon Christianity your entire internal map will be gone and you will be plunged back into chaos were life is meaningless, nothing makes sense, and you may be tempted by all the bad decisions you previously avoided. That may sound silly to you if you are not a Christian, but it only sounds silly to you because you already have a non-Christian internal map so you don’t realize why a person would need to rely on a Christian internal map.

People are also reluctant to change their maps because they have a deep, psychological need to have the most “positive” map possible. Our map is our reality, so we want to have the best reality possible,
even if it means ignoring inconvenient facts and living in delusion. This causes us to forego taking risks because if we take a risk and fail, our reality becomes worse, but if we never take the risk, we can always comfort ourselves with the idea that we might have succeeded. In other words, we would rather have uncertainty in our map than a definite negative. For example, imagine our Asian guy who thinks white women do not like Asian guys might see a white woman and subconsciously think “she might like Asian guys, but probably not, so I will not approach.” The rational thing to do would be to approach to capitalize on the chance that she likes Asian guys. But if he thinks that he will probably get rejected, he will subconsciously refuse to approach because he would prefer to live in a reality where she MIGHT like him rather than one where she DEFINITELY does not like him.

It may sound like I am contradicting myself by saying that our maps are often overly negative and built from fear, but also that our mind wants to keep the most positive map possible. This contradiction can be resolved as follows: our subconscious mind wants to keep the most positive map possible, but because it gets an inaccurate view of the world and because it gives too much weight to possibly negative outcomes, it almost always creates an overly negative map. Our subconscious mind is like a crackhead fiending for crack (positive emotion), but who also thinks that everybody is a cop that is about to arrest him (threats). The crackhead realizes that some people may not be cops, but he keeps his map “positive” by assuming that everybody is a cop so he doesn’t take the risk of getting arrested.

Finally, we cannot change our subconscious maps too radically because we rely on our maps for most of what we do. Our conscious mind cannot make a rational, well-thought out decision with respect to every single thing we do throughout the day, so we need to rely on our subconscious maps to guide us. About 5% of what we do is conscious, everything else is subconscious or automatic. We especially rely on our subconscious maps in social situations: most people’s social behavior is based on subconscious adjustments to other’s reactions. Because we have such a strong need to be accepted by the tribe, if a high-status person expresses pleasure at something we did, then our subconscious map knows to do that again. If the high-status person expresses displeasure, our subconscious map colors the neural network associated with that action as a “threat.”

As you can probably guess, you should not completely rely on other people’s reactions to guide your behavior in social situations, nor should you completely rely on your internal maps because your internal maps may have been built on bad feedback from people who were morons and did not have your best interests at heart. At the same time, however, you cannot just completely dump your internal map and consciously analyze every single thing you do in social situations like some kind of autistic person: that would be way too much to remember, you would like a soulless robot, and you would miss out on the internalized knowledge embedded within your internal map. Instead, you need to fix your ego.

**Fixing your Ego**

The first step in fixing your ego is realizing that it is good for you to occasionally dissolve and reconstruct your map. Even though dissolving your map is painful, it is worse to have an inaccurate map. While it is inevitable that your map will never be perfect, you should want your map to be as good as it can be.

To feel comfortable dissolving and reconstructing your map, you must have faith in your map-building abilities. As stated before, people are afraid to dissolve their map because they think their current map is the best they get, and if they lose it they will not be able to replace it with something
better. You must overcome that fear. I think your faith in your map-building abilities springs from your beliefs. For example, I believe that the world is governed by rational laws that can be understood by humans, which means that everything about the world is “understandable,” so if ever you find yourself adrift in chaos, you can eventually rebuild your map by collecting information and putting that information using your own mind. I also believe that humans have almost limitless potential to create their own reality, so no matter no who you are, most of the limitations that you perceive in your map are either constructions of your own mind or can be overcome.

I also believe that human beings can eventually overcome any limitation, so it is better to face our threats and challenges head-on rather than running from them. Once I imagine myself as having an infinitely powerful soul, I feel like I can make any change in my exterior world that is necessary. I also believe that facing our threats will cause our internal map, and therefore our reality, to be better in the long run. For example, let’s say our Asian friend says “I would rather live in a reality where the white woman MIGHT like me rather than one where she DEFINITELY does not like me.” The right answer to this guy is not “you should approach her anyway because she might like you. And if she doesn’t like you, you just have to deal with it.” Instead, the right answer to our Asian friend is “you should approach her anyway because there is a 100% chance that your reality will improve if you approach her. If she likes you, great, and if she doesn’t like you, you will learn a lesson that will help you with future approaches. No matter what happens, however, your overall reality after the approach will be better than your reality before the approach.”

This is an extremely important point. If you do think have full faith and confidence that you reality will improve if you push your boundaries, your subconscious mind will not want to do it. We simply do not want to venture into the unknown if it means we might get eaten or may never find our way back to the tribe. Whenever your rational mind has decided it is safe to push your boundaries and take a new risk, you must push that new boundary with the feeling and confidence that you will definitely succeed, even if your rational mind understands that you may fail. The good news is that once you successfully push your boundaries a few times, your subconscious mind starts to realize that the grass is indeed greener on the other side, and pushing boundaries is ultimately a beneficial exercise, which will cause your subconscious mind to automatically generate positive emotions when venturing into the unknown in the future.

Of course, I cannot rationally or scientifically prove any of these beliefs. They are more like articles of faith or religion rather than empirically demonstrable facts. But humans have discovered since the beginning of time that to succeed, sometimes you need irrational, unfounded optimism based on unprovable beliefs. If you watch interviews with successful people, they often reveal that part of the reason for their success was a completely irrational belief that they could succeed, an irrational belief that many people do not have. If you only base your internal map on your own experiences and what society tells you about reality, you may find yourself with an unnecessarily limiting map. I am not a fan of religion, but I think one advantage of religion is that it gives people hope that the “facts” as they see them are not all there is, and the “facts” can be broken to create a better reality. One of the disadvantages of the scientific materialist worldview is that people feel trapped by the material facts and scientific laws in the world, and feel like they cannot overcome their limitations.

Once you’ve developed a set of beliefs about the world, you can slowly “fix” your maps with your rational mind, and by “fix” I mostly mean remove unnecessary negativity. Of course, there is some negativity you need: for example, you should not run into the street thinking that cars cannot hit you. I see a lot of guys on the manosphere tell you to “kill your ego,” but I disagree with this approach.
because they seem to advocate completely dissolving all of your maps and acting like a psychopath. This advice is terrible because 1) nobody can actually do this, including them, 2) removing all of your boundaries will just make you an offensive, annoying, douchey asshole. These guys are creating an army of socially clueless, pushy, mean dorks that have no sense of social boundaries and will repeatedly fail. Counterintuitively, these guys will become even more depressed and build even more negative maps because their attempts at “killing their ego” will just produce more failure. Of course, I realize that the manosphere guys give this advice because most of their audience are overly limited and bounded, and need to let loose, but there must be a happy medium between timid dork and insane psychopath.

The good news is that your rational mind can identify what threats on your map are real and which are not, and it can build a set of nuanced behaviors that will carry you to the things you need while simultaneously avoiding pitfalls.

For example, our Asian guy might say that white women do not like when guys approach them and whip out their dick. And he would be right. That is rationally not the right thing to do, and it is fortunate that his subconscious mind has also internalized that fact, such that even if you paid him $5,000 to a group of women with his dick out, he still would feel immense anxiety while doing it.

But if our Asian guy says that Asian men should never approach white women, that statement is just wrong from a rational point of view, and his rational mind probably recognizes that it is stupid to generalize all white women as not liking Asian men. Our Asian friend may have even seen white women with Asian men. So how do we use this rational knowledge to actually reprogram our friends’ mind into approaching Asian women?

As we’ve discussed, you cannot fix your internal maps with rational arguments, so you need to “teach” your subconscious mind the truth about the world with visceral images that speak to your emotions. There are two ways to teach your subconscious mind: 1) with real images and 2) with fake images.

Obviously, reprogramming your subconscious mind with real images is more effective than reprogramming it with fake images. The best way to teach our Asian friend’s subconscious mind that an Asian man can successfully approach a white woman is for him to actually see it happen or better yet, for him to actually do it and succeed, preferably multiple times. If he gets a few successful approaches in, his subconscious mind will stop coloring white women as “threat” and perhaps start to view them as “prize” and he will feel less anxiety when he sees white women.

If our Asian friend is too crippled with anxiety to approach any white woman, we may need to slowly train his subconscious mind using exposure therapy. First, he makes eye contact with a few white women. Nothing bad will happen (probably), so his subconscious mind will realize that making eye contact with white women will not lead to anything harmful. Next, he practices saying hi to white women. Just hi, nothing else. After his subconscious mind learns that nothing bad happens after saying hi, and in fact good things often happen, he can move onto approaching, starting a conversation, etc…

Exposure therapy works not just for approaching, but for any other action for which your subconscious mind sees a barrier that does not actually exist. You can use exposure therapy to keep boundaries, to prioritize your own enjoyment rather than focusing on pleasing others, to leave shitty situations, to escalate things with women you are interested in, or to expand beyond your comfort zone in any other way. It may take a long time to get where you want to be because your
subconscious map is littered with so many fears and negativity that it will take a long time to uproot each subconsciously-internalized threat.

One of the cool things about exposure therapy is that it works even if you fail. For our Asian friend, even if the white women reject him his map improves because his subconscious mind learns that rejection is not that bad. Most people are afraid to approach women or challenge other social boundaries because their subconscious mind is afraid not only that they will be rejected by one person, but that they will be rejected from the tribe in general, which would hypothetically cause a series of other terrible consequences to follow. We are subconsciously afraid that not only will this particular person reject us, but that everybody in the vicinity will think we are a fool, our friends and family will find out, and we will never be able to show his face in public again. Of course, that sounds insane to any rational person, but that is why we are so afraid of approaching strangers: we are wired to think of ourselves as living in a tribe and rejection from that tribe is the worst possible thing that can happen. And when our subconscious mind sees that those terrible consequences do not happen, it feels less anxiety in the future. Instead of “I will be humiliated and die alone” the threat that the subconscious mind fears becomes “this girl will be rude or short with me” which is a much less dangerous threat.

**Delusion**

Unfortunately, sometimes you cannot program your subconscious mind with real images because you often find yourself in new situations with new people, which your subconscious often senses as the “unknown.” Every person and situation is different, so your subconscious mind might say “it doesn’t matter that those other girls liked you or you were successful in those other situations. This situation is different so therefore we cannot rely on our previous maps that show a clear path to the goal.”

In novel situations your subconscious mind often defaults to the negative because it evolved to see the unknown as full of threats and no obvious path to take. In those cases, you may need to “trick” your subconscious mind into with fake images so it will have the confidence to push through. You may also need to trick your subconscious mind if you have a strong rational belief that you can accomplish a goal but all of your actual efforts have failed. Our Asian friend may rationally “know” that white women will accept Asian guys, but he has been rejected by all white women he has ever approached, so he must delude himself into believing that he can succeed with white women until he actually starts succeeding with white women. Interestingly, most men with self-limiting beliefs “know” from a rational standpoint that their beliefs are wrong, but yet they cannot get themselves to get over the internal emotional block that prevents them from going for what they want. And even if your rational mind isn’t sure that you can succeed at something, your rational mind can at least understand that the consequences will not be as bad as the subconscious mind thinks they will be.

To delude yourself you must create a vivid, detailed visualization in your mind of the transcendent reality you are acting as if you inhabit. The more detailed and vivid the visualization, the more likely your subconscious mind will believe it is real and create the corresponding emotions within you. Our subconscious mind does not think in words, so saying “I’m an awesome guy that can get lots of girls” to yourself will do nothing. Our subconscious mind thinks in images, so you must “trick” it with images.

To delude yourself, then, you need to 1) figure out what emotional state you need to be in to feel confident to pursue a particular goal, and 2) create a set of images to put yourself in that emotional state. For example, in Part 2 of this Series we discussed how the emotional experience that is most
attractive to women was one where 1) the man is solidly accepted by the tribe, 2) all the man’s lower desires are fulfilled, and 3) the man is engaged in a fun adventure where he is venturing into the unknown to create a superior future reality. If you do not actually feel these things, you may need to delude yourself into feeling these things by tricking your subconscious mind with the right images. For example, you can imagine yourself as a rich and famous DJ playing in front of thousands of adoring fans and beautiful women. Or you can imagine yourself as an adventurer exploring a psychedelic jungle full of unexpected treasures. Or you can imagine yourself as a hunter in the jungle stalking a buffalo for food. Or you can combine all of these delusions in your head at once. If you have ever been in a situation where you were high status, confident, or loved by women, you can use your delusion to put yourself back in that situation and feel those emotions. You can even overlay the image in your mind onto the real setting you are looking at. For example, if you are at a party where you do not know anybody, you can imagine the party is full of your best friends you think you are awesome, beautiful women who know and love you, and legions of adoring fans.

Your delusion should remedy any deficiency you think you may have. If you are short, you can be tall in your delusion. If you dress terribly, you can be a snazzy dresser in your delusion. If you see a beautiful woman in a bar, you can delude yourself into thinking that you are the kind of guy you think she would like, and then approaching her with that confidence.

People are often subconsciously afraid to delude themselves for a very understandable reason: they do not want to become crazy and lose touch with reality. In other words, they don’t want to create a fake map for themselves because they rely on their map to navigate the world and steer clear from disaster. This is a very valid concern – when we think of delusional people, we normally think of people that are arrogant, obnoxious, or crazy.

To not be swallowed or deceived by your delusions, you must realize keep your rational mind (or soul) in control. Your internal map is not reality and your ego is not “you.” Your internal map is a representation of the world your mind has created, and it will never perfectly match reality, and while it is a very useful and necessary tool, it is sometimes wrong. The more you can separate yourself from your ego, the more you can safely use it and manage it without “believing” some of the irrational negativity it produces.

Managing your Emotions

To repair your ego, you need to be able to flush our negative emotions from your system because our emotions hijack our rational mind and implant counterproductive thoughts in us that we often think are “real.” This process is called confabulation, and causes to develop and focus on thoughts that are simply justifications for our negative, shitty emotions rather than accurate representations of the world. This is why people often reject perfectly rational arguments that do not align with their emotional state. What people call “cognitive dissonance” is often better characterized as “emotional dissonance” or a mismatch between the information we are being fed and our internal map. Even if we realize that the emotions are not “real” the emotions are so strong that we often cannot overcome them, especially if we are tired, stressed, confused, or have a lot of stuff coming at us at once.

The real danger of the ego is not the emotions it produces, but rather the thoughts it creates that we think are “real.” These false beliefs, emotions, and mental patterns will continually layer on each other without you consciously realizing what is happening. To dig yourself out of this hole, you must unravel each layer, “fix it” in the light of your new positive emotions, and then go to the next. This is a very lengthy and difficult process, especially considering the subconscious nature of most of these
negative layers.

To manage your emotions, you must first figure out a way to feel positive emotion on a regular basis. It is very difficult to do the “rational” thing when your body is constantly flooded with negative emotion and the accompanying thoughts that come with it. You need a “break” from the negativity to think clearly to start fixing your ego.

As we discussed earlier, the two most important pleasures for human beings are 1) feeling accepted by the tribe, and 2) feeling like you have contributed to the tribe. You must therefore find a way to induce these feelings in yourself for at least part of your time. You can induce #1 by finding a good group of friends that are solid, reliable people that will not condition their acceptance of you and their friendship on stupid criteria or on you supplicating to them. You can induce #2 by creating a set of goals for yourself, big and small, that you can accomplish to get a feeling of “wins.” You need big, long-term life goals like succeeding at your career, succeeding at your relationships, creating artistic or other creative projects, and solving complex problems. The payoff from these goals, however, take a while to come, so to give yourself the “dopamine” boost to keep going you need shorter-term goals that can exist either inside or outside these big goals. Shorter-term goals can include reading books, making progress in the gym, keeping a clean house, making incremental improvements to your daily habits, or meeting certain milestones in your big goals.

Just as you sometimes need delusion to fix your ego, you may also need to induce positive emotions “artificially.” No matter how well your life is going and no matter how positive of a person you are, you will sometimes fail at pursuing your goals and you will sometimes get or feel rejected. In those times, you need emotional help to stay positive and prevent your subconscious map from turning your internal map into a filthy cesspool of negativity.

You can induce positive emotional artificially in several ways. One way is to delude your subconscious mind with positive imagery. This can include prayer, meditation, watching positive and inspirational documentaries, movies, and art, studying positive and inspirational philosophical and academic materials, and other positive activities. This positive imagery should make the person feel loved, accepted into the tribe, and like the universe imposes no limitations whatsoever on your growth. I know this sounds like woo woo bullshit to most people, but the only way to “fix” our subconscious minds is by feeding it the right images, and we absolutely cannot depend on the real world to feed us the right images.

Another way to cleanse your negative emotions is to perform relaxation exercises. Anxiety freezes you by flooding with you negative emotion to put you in a “fight or flight” state, ready to do anything. By relaxing your body and slowing down your internal processes, you will feel less anxiety. You can do this by breathing exercises, meditation, leisurely activity, and other relaxation techniques.

Of course, one of the most powerful and popular ways to artificially induce positive emotion is by using drugs. Drugs make you feel good by flooding your brain with the chemicals you feel when you 1) feel accepted by the tribe (serotonin), and 2) feel like you have contributed to the tribe (dopamine). Sometimes the rush of these chemicals make people feel so positive that people feel like they are experiencing “ego death.” In reality, however, the ego is just taking a break because it feels like there are no obstacles or challenges to getting what it wants. When the trip is over, your ego comes right back. Nor is this type of ego death a good long-term solution. Instead of becoming enlightened, many people who do psychedelics become lazy, aimless, worthless pieces of shit because they artificially
remove all negativity and fear of consequences from their consciousness.

Psilocybinics can be beneficial if you can learn rational, articulable principles that you can later use when you are sober to “fix” your maps. I have tried to enumerate some of these principles in this article. For example, if a person has suffered a lot of rejection in their life they may perpetually feel like they are unloved, live on the fringes of the tribe, and have low self-esteem. These emotions may bleed into the person’s thoughts so that they start to actually believe on a rational level that they are worthless and unlovable. But if this person takes a massive dose of serotonin via a psychedelic drug, they may feel valued, loved, accepted into the tribe, and receive the accompanying thoughts as well. At that point, this person may realize that their person thoughts and emotions of worthlessness were not necessarily “real.” Their current feelings of being loved and accepted are also not “real” but they at least realize that their thoughts and feelings are not necessarily accurate representations of reality, and they have the power to shape reality in the way they want.

There are many ways, however, that you can artificially induce positive emotions that are bad, including pornography, video games, wasting time on the internet, flexing your status on people, speeding, and other cheap pleasures. Although these methods gave us a brief respite from negative emotion, they most often end up making our maps even worse because it teaches our subconscious mind that we have some really clear, easy paths to pleasure, but that more meaningful types of pleasure are blocked to us. Addiction is essentially the feeling that the things we need most (feeling accepted by the tribe, and feeling like you have contributed to the tribe) are unavailable to use so we need to fill that hole with other pleasure.

Cheap pleasures like drugs and video games can be good ways to unwind and flush out negative emotion, but you must be careful to ensure that those pleasures do not become pathological addictions. These pleasures become pathological when 1) you are not pursuing higher pleasures like self-improvement, career advancement, etc…, so the lower pleasures become your only source of pleasure, 2) your lower pleasures become your primary antidote to anxiety such that you have no other way of feeling at peace, 3) you enjoy the lower pleasures so much you cannot control your pursuit of them with your rational mind, and 4) lower pleasures are negatively affecting your life in some other way.

**Reconstructing your Ego**

Everybody fails sometimes, and when you fail you need to be able to reconstruct your maps without plunging into anxiety and depression. Because our subconscious (and often conscious) minds have difficulty understanding nuance, when we fail we often throw out our entire map rather than fixing the small part of it that was wrong. For example, if an Asian guy timidly approaches a white woman and gets rejected, instead of learning the lesson that “you should never timidly approach women” his subconscious mind may instead learn the lesson of “white women never like Asian guys” or even worse “I am a complete worthless asshole and I am completely unattractive to women.”

Because completely losing our maps plunges us into anxiety and depression, people often refuse to take any risks that they feel might lead to their maps being dissolved. They subconsciously think “I have a wobbly, unstable map that is probably wrong in a lot of ways, but it is all I have, and if I destroy it I will not be able to replace it with anything.” And it is true that these people have often failed miserably, dissolved their maps, felt like shit, and then not learned anything. But those people did not venture into the unknown in a rational, intelligent, voluntary way. These people also did not adequately analyze their failures afterwards to understand what they did wrong. Anybody can run
stupidly run into traffic, get hit by a car, and then assume nobody should ever take any risks ever again.

The key to reconstructing your map is to rationally determine what you did wrong and create a rational, articulable plan to fix that part of your map. If finding a solution to the problem is important to you, you should find some time and really think through all the possible things you may have done wrong and what you can possibly to do to fix them. It may even help to write them out. Humans evolved to feel depression after something bad happens to them (most often, rejection from the tribe) so that they sit and ruminate and figure out what they did wrong.

As you can imagine, however, this rumination is often unproductive either because 1) you did not actually do anything wrong or 2) you cannot figure out what you did wrong. For example, if you get rejected by a woman, you often have no idea why she rejected you. She may have rejected you because you did something wrong that you can control, she may have rejected you because of something about you that you cannot control, or she may have rejected you for some reason completely unrelated to you. Chronic depression is often associated with continuous, unproductive rumination with no terminus, and is often caused by failure, or perceived failure, with no hope or path to redemption.

To prevent this constant rumination, you must always assume the smallest possible problem in your map. Any failure can be interpreted multiple ways, so you should go easy on yourself. Instead of saying “white women don’t like Asian guys” or “I am a worthless piece of shit” after getting rejected our Asian guy should instead assume a smaller problem, like “I was not confident enough when I approached her” or “this one particular girl may not have liked me.” If you always assume the worst possible problem, you will be overwhelmed with anxiety, depression, and despair. In other words, your map will be too broken to repair. I have had terrible things happen to me, and in those moments and afterwards I honestly felt like I was a completely worthless piece of shit, I could never do anything right, and everything I thought I knew about the world was wrong and/or incomplete. It was a terrible emotional and mental state to be in, and I sometimes honestly worried that I would be crazy for the rest of my life. Looking back, of course, I now realize that I was a pretty swell guy back then, but I just had a few flaws I needed to fix and a few small mistakes to learn from. Once you narrow down your mistake to a particular thing or thing, you will feel much less anxiety because the “monster” becomes a lot smaller and manageable.

My rule of thumb is to only assume a big problem when the evidence admits of no other interpretation. Of course, sometimes the failure IS the result of a big problem, or a series of problems, but even then if you start with assuming a small problem, fixing it, and then moving to the next one. If your failure is the result of a big problem you must break it down into smaller problems and solve each smaller one.

You do not feel anxiety and depression because you have problems; you feel anxiety and depression because you see no path in your map to the solution to those problems. As long as you have a plan and you are making steps to achieve your plan, your subconscious mind will feel the dopamine hits that are associated with making progress towards a pleasurable goal. Let me ask you this: would you rather drive 30 minutes to get somewhere in a clear road or drive wait 30 minutes in traffic to get somewhere? In both cases you are in the car for 30 minutes, but most people would rather drive 30 minutes because in the latter instance they are actually making progress so their subconscious mind is enjoying that dopamine.
If you fail and you honestly cannot figure out what you did wrong, you should move on. You absolutely cannot let yourself dwell in regret over things you could not control, things you did not know, or actions that you cannot understand. Your brain evolved to find the solution to problems, but the reality is that sometimes problems don’t have solutions and you need to feel at peace with the idea that you may not have done anything wrong. For example, if you get rejected by a woman and absolutely cannot figure out what you did wrong, you should go approach other women and hope you learn something from the other approaches. If I fail at something, and I am not sure what I did wrong, I go do the same thing 5 more times. If I fail 5 more times, I now know that doing that thing is causing my failure. If I don’t fail, then I know that doing that thing is not causing my failure. I got fired for a job for “not being smart enough.” I later worked at other places where they told me I was the smartest person they have ever seen. So was I really not smart enough for the first job? Obviously not.

Fixing your problems may require you to ignore parts of your ego. For example, imagine your girlfriend dumps you because you have a drug problem. Your ego is probably not going to want to admit that your drug habit is negatively affecting your life because your subconscious mind has created a map where one of its only paths to pleasure is drugs. This is where your “soul” needs to say to your ego “sorry, drugs are causing problems in our lives, and they need to go.” Honestly assessing what you did wrong requires humility, open-mindedness, and the ability to ignore parts of your ego. But if you can genuinely and truthfully undertake this kind of self-assessment, you can become more confident in all aspects of your life because you know that either 1) you are not doing anything wrong, or 2) if you are doing something wrong, you have a bulletproof method to fix it. And as I’ve stated, once you have a bulletproof method to fix your weaknesses and overcome your failures, you become invincible.

People often refuse to take feedback because the person giving them the feedback hurt their feelings, even if the feedback is true. Again, this is your ego preventing you from taking the right rational steps to fix your map. Getting rejected from the tribe is one of the most painful feelings a human can experience, and our ego does not want to admit that we may have gotten rejected for a good reason, so it will try to rationalize away the person’s feedback: “they are stupid/weak/not that important anyway” (translation: they are not high-status in the tribe so they did not have the power to actually reject me), “they didn’t like me anyway” (translation: they rejected me for irrational reasons, so I don’t have to admit I did anything wrong), etc…

There are a million other ways that your ego will sabotage your self-improvement efforts. The main point is that your ego wants to find easy paths to pleasure, and it does not want to engage in the hard work of deconstructing and reconstructing your map. The sad truth is that most people do not actually make major life transformations until some horrible shit happens to them against their will that completely shatters their map in a way that they cannot possibly reconstruct the map in the same way. Your goal, however, should be to engage in this kind of self-improvement without needing some type of catastrophe.

Strangely enough, pushing your boundaries in a stupid way is often also a sign of a broken ego. Because people are afraid of hard work and sacrifice and feel like they can never succeed doing things the “right” way, they often leap into the unknown as a stupid Hail Mary hoping to get rich quick. For the same reason, they ignore the lesson from this failure, which is that there are smarter ways of succeeding than stupidly leaping into the unknown.
Your Free Will and Your Soul

Earlier, I said that the best way I could think of to characterize our ability to overcome our ego is our soul, the one thing that is not connected to any material thing. If you can develop and refine a sense of a “soul,” an infinitely powerful aspect of you that is not affected by anything, you can move through life with much more power. Most people do not listen to their soul. They are overwhelmed by emotions, pressure, and stimulus from the outside world and their own minds, so they just go with the flow. And your soul is not very strong on its own – you will not be able to act contrary to your emotions for long. But at the end of the day, your soul is the only weapon you really have to reshape your internal map and your ego. It is the thing that allows you to escape your circumstances, your society, your emotions, and even your own thoughts.

The Greek philosopher Plato famously said that the human soul is like a chariot rider trying to control a team of horses. The rider is the rational part of the brain whereas the horses represent your emotions. To Plato, a well-lived life is one where the rider remains in control, whereas a shitty life is one where the horses overwhelm the rider, control your life, and take you places you know are wrong. But modern science has shown that our rational mind is a lot weaker than Plato thought. Instead of a chariot rider controlling two horses, your soul is more like an ant trying to control an elephant. But nevertheless, over a long enough period of time, the ant can influence the elephant to change his course.

The next time you are faced with an obstacle in your life: a challenge at work, a woman you are afraid to approach, or simply the motivation to get out of bed when you are in a deep depression, the only weapon you can really rely on is your soul. Ideally, you will get to the point where your ego is your internal map are re-configured to naturally push you to do those things, but until you get to that point, your only weapon is your soul. You need to ignore everything else and just fucking go for it.
“I don’t give a fuck” has become the mantra for our modern age. From drunk frat boys to angsty teenagers to people arguing in Facebook comments, it has become important for people to let other people know that they do not care what they think. This is ironic because if somebody feels the need to tell you they don’t give a fuck, they probably give a fuck. In reality, “I don’t give a fuck” usually means “I care deeply, but I don’t want to admit it.”

Why is giving a fuck so bad? And why has our culture become so obsessed with “not” giving a fuck? From dating to pop culture to news to business deals, it always seems like the “loser” in every transaction is the party that cares most.
How to Stop Being Creepy and Needy

September 14, 2020 | by Woujo | Link | Original Link

Introduction

Most men fail with women for one of two reasons: 1) they are afraid of coming off as creepy or needy, so they don’t push the gas hard enough or 2) they are actually creepy or needy, so they push the gas too hard. This article is about striking the right balance between being aggressive and not overly aggressive. My goal with this article is to teach you what creepiness is so you can stop worrying about it and be more confident. Once you know what creepiness is, you can be more aggressive with women, not less.

Creepiness, neediness, desperation, selfishness, and beta behavior are all symptoms of the same thing: emotional overinvestment. Emotional overinvestment when you focus too much of your thoughts on emotions on a thing or person, which causes you to want it too much. It is ok to want to eat a sandwich for lunch, but it is creepy to think about the sandwich all day to the exclusion of everything else. It is ok to love your mother, but it is creepy to spend 8 hours every day talking on the phone with her. Girls want to be wanted, but it is creepy to spend 8 hours every day talking on the phone with her. Girls want to be wanted, but not too much.

People emotionally overinvest for many reasons, with a major reason being scarcity. Scarcity is the feeling that 1) we want or need something, and 2) we have no easy way of getting that thing, so whenever we have a chance to get that thing we must focus all of our attention on getting it. Everybody needs to eat, but most people in developed countries don’t obsess about their next meal because they know they can get food whenever they want. But if you were starving and had no food you would spend all day thinking about food and you would stop at nothing if you thought there was a possibility of getting a sandwich.

Scarcity in turn is caused by a shitty self-image. We feel scarcity with respect to a certain thing because we subconsciously feel we are not good enough to get that thing. When the cashier at McDonald’s smiles at us, we emotionally invest in her because we feel like no other woman will want to have sex with us. Surprisingly, scarcity has nothing to do with how many women you have or can get: lots of attractive guys and even celebrities can get tons of pussy but still feel scarcity and act creepy. A guy can also have nothing and still feel abundance. Scarcity is a mindset: the difference between what you think you can get and what you think you need – by adjusting those variables, you can eliminate that mindset.

Some of you may be thinking “this shit article does not apply to be me because I am not creepy or needy.” Bruh, you are probably a creep. All men have a natural tendency to emotionally overinvest in women, and even a little too much emotional overinvest will cause women to run for the hills. You don’t need to be hiding in her bushes with binoculars for her to feel uneasy. If you act just a little too emotionally overinvested in a woman, her subconscious mind will register you as a creep even if your actions are outwardly socially acceptable. Women have evolved a very sensitive ability to sense of what men are emotionally invested in, and if they can sense that men are emotionally overinvested in them, they feel a strong aversion, even if they would otherwise be attracted to the man.

Because humans evolved to “sense” creepiness, there are objective criteria to what is and is not creepy, and if you learn this criteria, you can 1) stop being creepy and 2) not have to worry about whether you are being creepy. Even if you don’t believe my theory, you need objective criteria to
guide your actions because you absolutely cannot base your behavior on what women do and do not judge to be creepy. Women often have bizarre or stupid criteria for determining creepiness, they misjudge situations all the time, and they sometimes make false accusations of creepiness out of pure spite. More importantly, you cannot read womens’ minds so you have no idea what they will think is creepy.

**The alpha male quid pro quo**

The key to controlling your emotional investment in women is this: you must only do things for women after they have done something for you and only in proportion to what they have done for you. She should do something for you, you should then reciprocate, she should then do something bigger for you, you should reciprocate on a slightly bigger level, and so forth. By “doing things” I mean anything: buying her things, doing favors for her, or even giving her attention or looking at her. I call this rule the “alpha male quid pro quo” and I think it is the single most important rule when interacting with women.

The alpha male quid pro quo applies in every situation, with every woman, no matter how hot or important she is, and throughout the whole relationship, no matter how long you have known her. It applies in real life, over text, in dating apps, and across every category of your relationship. In addition, it only applies to objectively meaningful things she has done for you – actions mean more than words. If she has promised she will do a bunch of things for you, or gave you a bunch of sweet compliments, or texted you a bunch – she still has done very little for you from an objective standpoint. Just because you are thrilled to have a pretty girl text you does not mean she deserves a text back – she needs to do something to deserve it first.

Humans evolved to view relationships as reciprocal exchanges, so if somebody proves themselves to be a fair and valuable trading partner we feel a deep emotional connection to them. Not only do we value the fruits of the exchange, but we also view the trading partner’s life as an extension to our own such and vicariously feel their joys and victories because we are helping them win and they are helping us win. Our subconscious mind keeps a tally of everything we have done for them and everything they have done for us, which is why we feel angry and betrayed when we do something for a person and they do not reciprocate.

But here is the strange thing: we also feel disgusted and repelled by people who do too much stuff for us we do not deserve. When people do things we have done nothing to deserve, we subconsciously feel we have incurred a debt we must repay. Our subconscious mind knows nobody does anything for free and somehow “knows” that the doer wants and expects something back. The feeling that somebody is fixated on you because they want and expect something from you is unpleasant, and we seek to escape that pressure by escaping from the person. This is why women often lose attraction if you ask them for things, beg, express disappointment when they say no, and give her stuff for nothing in return: their lizard mind senses that have emotionally invested in her and want something, and will stop at nothing to get it. And the truth is: her lizard mind is right: no matter how much you consciously say to yourself “I am just a generous guy” your subconscious mind wants something from her and you will get mad if you do not get it.

Because of our subconscious propensity to view relationships as reciprocal trading exchanges, we emotionally invest in people after we do things for them. Person A may think person B is attractive, but person A won’t really emotionally care about person B until person A does things for person B.

When I was in college, my guidance counselor suggested I apply to Yale Law School. I laughed – I
knew my grades were not good enough but I applied anyway just to see what would happen. Before I applied to Yale, I had not cared about getting in, but the act of applying made me emotionally invest in Yale so I got very upset after I got rejected. The same thing happens with women – even if the woman shows you no interest at all, by doing things for her (even just texting her), you emotionally invest in her such that you get angry when she does not text back.

Most guys, of course, assume the opposite: they think if they do things for a woman first, she will like them more. But for the reasons I described earlier, doing undeserved favors actually repels women. The strange thing is that women may ask for these favors and even think with their rational mind they want them, but when you actually do these favors, their subconscious starts to produce a bad feeling about you, but she will eventually leave if the bad feeling grows large enough.

Whenever you are feeling emotional, irrational, insecure, or anxious around a woman, take a second to rationally analyze the interaction as a reciprocal exchange. Are you doing more for her than she is doing for you? Are you texting her more than she is texting you? Are you staring at her when she is not doing anything to merit being stared at? Are you waiting for her or doing favors for her when she has not done the same for you? Are you divulging deep secrets about your life when she is not doing the same? Because men naturally tend to emotionally overinvest in women, you should constantly be adjusting your behavior and attention to ensure that the interaction is a reciprocal exchange.

Women deeply want to form an emotional connection with the alpha male, vicariously experience his awesome life and gain access to his protection and resources – in other words, they want acceptance into his life. The alpha male grants this acceptance by paying the woman attention: women subconsciously know that a man’s attention is proportional to his emotional investment, and a man’s emotional investment in a woman is proportional to his acceptance of her. But again, if a man emotionally overinvests in a woman, she will not want his acceptance because she will have incurred a debt she must repay later.

Women feel more comfortable in relationships where the man has not deeply emotionally invested in them. If you do things for a woman only after she does things for you, you let her control the amount of attention she gets. If she wants attention, she can do things for you – if she does not want attention, she can turn it off by not doing things. This, by the way, is how you get women to “chase” you – by only rewarding her post hoc, she can further the relationship on her own terms. But if you do stuff for her first, you are emotionally investing in her and pressuring her into reciprocating, and nobody likes to be pressured. It sounds strange, but part of the reason women sometimes like men who ignore them is because those men are not pressuring them – the woman can jump in and out of the relationship whenever they please because the man does not give a fuck whether she is there or not. Of course at some point, you may want to enter into a long-term relationship with a woman who consistently contributes, but to do so you must find a woman who wants to consistently contribute and will always be more emotionally invested than you.

Women have a very keen sense of their own value and a subconscious “attention sensor” which tells them why they are receiving attention. The moment the attention sensor senses that you are doing things for she has not worked for, it throws up a red flag and she starts looking for the exits. Womens’ attention sensor is extremely sensitive and largely irrational. If you are a successful, attractive guy with a fun life, it will not actually hurt you to bestow upon a random woman a free drink or a few minutes of attention. But to her subconscious lizard mind, even that little bit of undeserved attention indicates disproportionate emotional investment. This is why even a little bit of
extra attention creeps women out.

**Why Creepiness Sucks**

Emotional overinvestment is unattractive for a variety of reasons, a few of which I describe here.

First, when you emotionally overinvest in a woman, you usually subconsciously know something is wrong, so you start to censor yourself and act strangely. It is almost like your subconscious mind knows you are being creepy, so it tries to hide your real emotions and stop you from what you are doing. This is why creepy people are often anxious and are somehow “off” – their subconscious mind is trying to stop them from expressing their creepiness. But it is extremely difficult to hide your real emotions, so women can tell something is off because your words and actions are not congruent with your emotional state. Humans have a deep aversion to people who are non-congruent like this because we can sense they have some ulterior motive against us (because they do).

A confident, non-creepy man is congruent: his actions, thoughts and emotions align, and he feels no guilt, shame, or anxiety in a how he feels because he is not worried he is doing anything wrong. In a weird way, he is like an open book: when he says or does something, you do not need to worry he is lying or has some ulterior motive. But to be congruent you must first feel free to express yourself, and creeps do not feel free to express themselves because on some weird level they know their emotional state is wrong.

Second, emotional overinvestment just feels bad. If you’ve ever been obsessed with a girl or heartbroken over a breakup, you know that feeling sucks. You feel weak, inferior, dependent, anxious, and sometimes even depressed, lonely, or angry. Instead of focusing on your life’s mission and the things you that bring you happiness, you are focusing on a person who may or may not give a shit about you. An advantage of the alpha male quid pro quo is that your own emotions will tell you if you are doing it right: if your actions make you feel clear-headed, alpha, and strong you are doing it right. If your actions are making you feel weak, beta, and anxious, you are doing it wrong. If you text a girl and afterwards feel anxious and keep thinking about her like you may have done something wrong, you are doing it wrong.

Third, emotional overinvestment oftentimes becomes a vicious spiral. We emotionally overinvest in a girl, so we do things for she does not deserve, which causes us to feel even more emotionally invested, which causes us to do even more for her, etc… And the more we become emotionally invested, the less attracted she becomes, so the less she does for us, which causes in turn to do more to “get her back.” This vicious spiral is why some guys end up in jail for stalking the McDonald’s cashier when all she ever did was smile at them. We have all felt ourselves slipping into this vicious spiral at some point in our lives, which is why we become so horrified when see it in somebody else, especially when that person has emotionally overinvested in us. Because creepy people feel scarcity, they feel desperation, and extreme desperation is scary because it means you might do something crazy or violent to get the thing you want.

If you knew a homeless man was starving and has not eaten in over two weeks, you would not walk by him with a sandwich because you would know he might do something crazy to get the sandwich from you. Not only would your rational brain logically know that he might become violent over the sandwich, but your emotions would also “feel” uneasy around him because we all subconsciously know how it feels to be desperate, and we can sense it in others. For the same reason, women do not like to be around creepy guys because they know those creepy guys might become annoying,
stalkerish, or even violent. If a man acts even a tiny bit creepy, women can sense it and are repelled because their primitive lizard mind knows that that tiny bit of creepiness can blossom into something seriously creepy later.

I have noticed that needy, insecure, and codependent people are more likely to be disgusted by people who emotionally overinvest in them than average people. I suspect this is because needy people are themselves more likely to fall into this vicious spiral of neediness, so seeing even a little neediness in others makes them assume the other person will fall into this vicious spiral as well. I suspect this is why women with “daddy issues” cannot stay in stable relationships: they are quick to emotionally overinvest in men, but the moment a man emotionally invests in them they freak out. The only way to “tame” a woman with daddy issues is to enforce the alpha male quid pro quo strictly, which most men cannot do.

Fourth, emotional overinvestment is unattractive because it subconsciously indicates to her that your emotional experience sucks. Women are constantly monitoring where a man is directing his thoughts and emotions, and if that man is emotionally overinvesting in people and things that provide him nothing in return, she will subconsciously feel like his life is not attractive. Think about it: if you are starving and talk about eating sandwiches for 8 hours a day, people with well-rounded lives are not going to enjoy being around you. Instead, they will feel sad and annoyed by you. In addition, women have a very keen sense of their own value, and if they feel like they are providing you little value but you are emotionally overinvesting in them, then they subconsciously assume the rest of your life has little value as well. This feeling is sometimes irrational, because giving women a little extra attention does not mean your life actually sucks, but the lizard mind is irrational.

Fifth, emotional overinvestment in somebody indicates that you are beneath them in the subconscious dominance hierarchy we all carry around in our heads. The dominance hierarchy stays together because the lower-ranked apes emotionally invest in the higher-ranked ones and do things for them, so if somebody emotionally over-invests in you, you subconsciously assume they are beneath you in the dominance hierarchy. People’s perceptions of the dominance hierarchy are completely irrational – if a billionaire does too much for a homeless woman, she may feel “higher” than him even though in reality she is not.

In addition, it feels bad when you realize you are occupying all of a person’s thoughts and emotions, because if you slip up and do the wrong thing they will become extremely angry and upset. Counter-intuitively, when you know that you are competing with other stuff for their thoughts and emotions, you feel less pressure. Of course, sometimes very insecure or weak people hold their nose and stay in relationships with people that are too emotionally invested in them because they prefer the shitty feeling of being pressured to the shitty feeling of being alone. And of course, sometimes women hold their nose and stay with men that are overly emotionally invested because they want money, a nice house to live in, social status, etc…

By the way, women can get emotionally overinvested too. In fact, when women emotionally overinvest in men, it is often much worse, which is why women get freaked out so much by men who emotionally overinvest – they know the feeling! I have always been surprised by how I get turned off by women who are too into me. I have had really hot and cool chicks blow it with me because they did way too much. On some level, I think I was afraid that I was feeding their craziness and if I didn’t dismiss them I would end up in a cage in their basement.

What can women do for you?
Women can “do” a lot of things for you: teach you something, entertain you, do errands for you, compliment you, buy you something, or simply contribute to a good conversation. The only criteria is that she must meaningfully and objectively contribute to your life. Texting you, complimenting you, and just being hot are contributions, but they are very mild contributions, and don’t deserve much in return. If a woman gets in a car and comes to meet you at a bar, it is ok to buy her a drink, but if she is just standing at the bar looking hot, then no.

To understand women’s contributions in a more abstract way, think of it like this: women contribute by helping you pursue your purposes, whatever they may be, and your purposes ideally involve venturing into the unknown, conquering some challenge, and bringing back some resource to share with those that have helped you. The more a woman “helps” you in your purposes, and the more important of the purpose she helps you with, the more she deserves. For example, a woman that helps you get a job at a company you want to work for is contributing way more than a woman who buys you a beer. And most importantly, women should help you pursue your purposes, not BE your purpose.

Most men fail the alpha male quid pro quo by doing too much for the woman. But some men fail because they do not do enough. If a woman DOES meaningfully contribute to your emotional experience, you should reward her proportionately to what she has done. Women seek acceptance, and if they feel like they cannot get it from you they will move on and get it from somebody else. A woman may be intrigued by a man who ignores her, but she will not want to remain ignored forever – at some point she will want acceptance from somebody, even if he is not her first choice. This is a very important point – women are VERY sensitive to rejection and the phrase “hell hath no fury like a woman scorned” is true – if a woman feels like you have affirmatively rejected her, she will never be able to trust you again because evolutionarily, rejection means that you left the woman in the woods by herself to starve.

The key to getting women to do things for you is to be very warm and welcoming so she feels comfortable putting herself out there. Women are terrified of rejection, so you must make her feel comfortable doing things and emotionally investing in you. You must also fairly reward her for her contributions to keep her feeling welcome to do things for you.

It is often difficult to determine what exactly is “fair” because it is impossible for you to accurately keep track of every single thing you have done for each other. As a man, you are also prone to emotionally overinvest in a woman, especially at the beginning stages of the interaction. Therefore, to be safe, you should do significantly less for her than she does for you, but not so little that she feels rejected. Getting good at this requires practice and “feel” – I can’t tell you what would be fair in every situation.

The more the woman emotionally invests in you, the easier it becomes to maintain the alpha male quid pro quo because she will constantly be doing stuff for you and she will build up a large “account” that you will be able to draw against without going negative. Women WANT to do things for men they are attracted to, and indeed your challenge will be to reward her fairly. But women normally take longer than men to emotionally invest, so you need to very cognizant of the alpha male quid pro quo in the beginning stages of the relationship, including when you first meet her.

**Escalation**

Escalation is just a process you reward her for emotionally investing in you. The more she emotionally invests in you, the more she will feel attracted, and the more she will expect and desire
for you to “escalate” by paying her attention, inviting her to do things, and making sexual advances. The key to escalating, however, is waiting until AFTER she has emotionally invested, which means you should wait until after she has done things for you.

Here is an example:

1) She does something small for you (she gets dolled up and looking hot to go out that night).
2) You reward her with a proportionate amount of attention (you walk up to her and say “you look amazing tonight”)
3) She does something bigger for you (she smiles and says thank you)
4) You reward her with more attention and escalation (you ask what is your name)
5) Etc…

As the night goes on, the stakes get bigger and bigger. So later, for example she contributes by having a long conversation about something interesting, and you “reward” her for complimenting and then inviting to do something with you later. It does not matter exactly what you do, it just has to be proportionate to what she has done.

At some point you may accidentally press the gas too hard and show her too much attention or escalate too quickly, causing her to recoil or say no. That’s fine. Just act like nothing happened, withdraw your attention, and wait until she emotionally invests later. For example, let’s say you try to kiss her and she says no. You laugh, say something to show it’s not a big deal (“hey I tried”) and immediately go back to whatever you were doing as if nothing happened. Then later in the night when she is ready you can try again. When you get good at this, you will be able to “read” women and tell when they are ready for the next step, but until then, it’s just practice.

At any point she may stop contributing, walk away, do something shitty, etc.. In that case, you should just withdraw your attention and “get distracted” by something else. Oftentimes I will approach a woman at a party and when the conversation starts to go stale I wander away and come back later. You should not get butthurt, “call her out,” or complain – you should act like a little child that got distracted by some other shiny thing, so she feels like you have lots of options and do not get when one of your options poops out for some reason. You should remember that women take a while to emotionally invest in men, so if a woman ignores you or does not show you interest right away, it does not necessarily mean that she has something against you – you may have just not shown your life to be fun enough to yet.

Of course, sometimes women just do not like you, no matter how well you execute the alpha male quid pro quo. Or they may be shitty people that actively want to harm your life or take advantage of you. In those cases, it is fine to just withdraw your attention.

**Beginning the relationship**

If you have been following my logic so far, you may be thinking “if I were to follow the alpha male quid pro quo strictly, I would never approach or escalate with a new woman because they would not have done anything for me. This would make it impossible for me to meet women because most women do not make the first move.” This is actually an important point.

No matter what a woman has done for you, all women merit you approaching them once. Just the fact that they left the house, put some pants on, and tried to make themselves look pretty is enough of a “contribution” to merit you saying hello and introducing yourself. When women are getting ready to go out, they are drolling themselves up to impress the “alpha male” – they just do not know it is you
yet. Of course, once you have introduced yourself, the onus is back on her to do something to merit more and deeper attention from you. But every woman gets one free approach. Not a drink, not a conversation, just a warm, friendly, approach.

Even if you don’t buy my alpha male quid pro quo theory, you should still feel comfortable approaching people because a pure approach by itself is never creepy. What makes it creepy is staring at her too long, sticking around after she has shown she is not interested in talking to you, etc… But approaching is a normal part of human interaction and is necessary for people to ever meet. Blue haired feminists that say you should never approach a woman are just stupid – they are confining themselves to a prison where the only people they will ever meet are friends of friends.

The purpose of an approach is to communicate “I am warm, friendly, and welcoming enough to give you the chance to validate yourself to me.” Women are very sensitive to rejection, which is why they are so afraid to approach men they find attractive. Think of a tribe as hierarchy – the alpha male sits at the top of the hierarchy and the status of the individual members is determined by the alpha depending on what they have done for the tribe. The losers and enemies of the tribe sit outside of the tribe’s walls – they are excluded from the hierarchy completely. When you approach women, you subconsciously communicate “You can enter the walls of the tribe, but if you want to move up, you need to work for it.” And by the way, you should never “reject” a woman unless you are absolutely sure that your rejection is permanent.

I once joined a very prestigious law firm famous for being a meat grinder. They would hire 70-80 new lawyers a year but only about 4 or 5 would last long enough to actually make partner. During my second week, the firm’s most important partner approached me and asked me about a case I was working on. Despite my nervousness, the partner was very warm and friendly. And I can still remember like yesterday him responding to something I said by saying “great – now you’re thinking like a partner.”

Of course, that’s bullshit. I wasn’t even close to being a partner – I was just another slab of meat for the meat grinder. And like most lawyers the firm hired, I would probably not last long enough to become partner. If I fucked up he could fire me and give my work to one of the other 70 lawyers he had hired that year. But in that moment, the firm’s most important partner made me feel like I had a legitimate shot at succeeding in this law firm. And really, that’s the whole point of every approach – you are trying to subconsciously communicate to the woman that she has a genuine chance at joining your awesome life if she does a good job. The CEO walking up and shaking your hand does not mean that you are guaranteed to move up, but it least means you are not fired. And when you approach women, you should act as if the new hire is naturally eager to validate themselves to the CEO.

Additionally, to address this paradox you must realize that as the alpha male, it is your job to “find” what the woman can meaningfully contribute to your emotional experience. Women often have a lot to contribute, but you need to draw it out of them. A lot of women that look hot, plain, or boring on the outside actually have a lot of interesting thoughts and abilities and a strong desire to put herself at the service of an attractive man. If you are confident and creative enough, you can find something about almost any woman that she can contribute and that will merit you giving her attention and compliments. Think about it this way: the more you can get her to contribute, the more attention you can justify paying her. Of course, some women cannot and do not want to contribute anything to you, and that’s fine – you can just move on.

You can “draw out” what is interesting about a woman with targeted questions: the purpose is not to
do an interview, but to find something about her that is fun and interesting she can share so you can both explore it together. For example, if you approach a woman and compliment her dress or something, you can follow it up by saying something like “but are you as interesting as you are hot?” Yes, that sounds corny, but it actually taps into a deep desire that every human being has: the desire to feel appreciated for some value.

**Be Bipolar**

Of course, in the real world random women you approach do not always immediately see you as the CEO they are trying to impress. In the real world women have no idea who you are and may have no desire whatsoever to talk to you. In the real world sometimes the intern says to the CEO “eww gross, get the fuck out of my face.” But nevertheless, you should still act as if you are the CEO warmly giving a brand new intern a shot at proving themselves. Humans see all relationships as power relationships, so the alternative to acting like the CEO is acting like a loser begging for her validation (or more abstractly, a loser begging for entrance into the tribe’s walls), which women are not attracted to.

Therefore, to successfully implement the alpha male quid pro quo you must sometimes act somewhat bipolar. You approach a woman with warmth and kindness but the moment she does not reciprocate you shift to your attention elsewhere as if she does not exist. You may need to leave a conversation mid-sentence without saying a word if she is not being pleasant. You may need to leave a date that was going well because it started going south. You may need to stare at a woman blankly or suddenly remember that you needed to call your uncle when she asks you to do something she does not deserve from you.

Being bipolar is hard for many reasons. First, it just feels weird and is a change from how you normally act. Usually when you like somebody you continue to like them even if they start being a little shitty or distant – but being bipolar requires you to immediately do a 360. The hardest part of being bipolar is taking yourself out of the emotional flow of the interaction to do the “right” thing – you may be having a great time with a woman but still need to pump the brakes if she is trying to take more than she is giving. Being bipolar is also hard because women will beg, plead, and even cry for you to do things for them they do not deserve. They will threaten to leave, shame you, trick you, insult you, and try to make you jealous. It does not matter. You cannot give in. You must follow the alpha male quid pro quo. They themselves do not realize that they are begging for you to do something that will make them lose respect for you.

The key to being bipolar is to see yourself as an unemotional observer that pays women attention for their objective contributions, and not because of your own feelings. A good way to get acclimated to this new way of thinking is to commit to complimenting any woman you see who deserves a compliment: just make the compliment, smile, and leave. Some women may assume you are just another creep trying to fuck them, but once they see you are really just a guy who feels free expressing his non-creepy emotions, they will start to feel attraction. As I stated earlier, understanding this stuff should make you MORE likely to approach, not less.

Because implementing the alpha male quid pro quo is so unnatural and outside the normal way people act, at first you will feel strange, uncomfortable, or like you are being an asshole. And superficially you will actually appears to some people as being an asshole. But the alpha male quid pro quo "works" because it taps into that deep subconscious mind.

By the way, when a woman does not contribute, you should not feel butthurt or angry, nor should you
ever “call women out.” – you should just move on. You should be like a happy retard running to whatever seems most interesting and fun at that moment. If a woman rejects or ignores you, just bounce to the next one like nothing happened. And stay warm and friendly: sometimes false accusations of creepiness are shit tests to see how you react: if you know you are not being creepy, you will not need to change your demeanor.

**Why Men Emotionally Overinvest**

Of course, this is all easier said than done because most men, especially in modern society, emotionally overinvest in women. This partly occurs for three reasons:

1) **Men evolved to emotionally invest in women quicker because women are looking for a long-term mate.**

Men evolved to impregnate as many women as possible in a short as time as possible. Women, however, evolved to seek a mate who will be reliable over the long term to protect and provide for the child over a period of years. Therefore, women have a longer list of criteria that a potential mate needs to meet and require a longer “analysis” period to determine whether the man is worth being sexually attracted to. Men, however, often become emotionally invested in a woman just by seeing she is hot.

As a practical matter, this means that most men blow it with women because they do something needy right at the beginning of the interaction. The moment they see a hot woman they decide to buy her a drink, do her a favor, or pay her more attention she deserves, which causes the woman to immediately eliminate them from consideration. This also causes the man to text too much, overshare, or feel like he has a closer emotional connection with her than he really does.

There is, however, a silver lining here. Once you realize that most men are eliminated from the jump, you can immediately set yourself apart by strictly implementing the alpha male quid pro quo. You just need to control your emotions. As a red-blooded American male, when I see a hot chick walking down the street my first impulse is to follow her home so I can tell her I want to eat ice cream out of her ass. But because I know about the alpha male quid pro quo, I restrain myself.

2) **Society’s rules for courtship often require the man to do things for women before they deserve it.**

Almost every culture and society in the world has set certain “rules” governing socially acceptable courtship rituals, and these rules almost always require the man to do things for the woman before she deserves it. In most cultures the man is expected to “pursue” the woman while she casually decides whether he is good enough for her. Even today, men are expected to buy women drinks at the bar, pay on dates, buy women gifts and flowers, and even get on their knee when they propose marriage.

These female-centric courtship rules existed for two obvious reasons: 1) women take longer than men to emotionally invest than men, and 2) women are deathly afraid of rejection. Therefore, men must make the first move.

There is, however, another darker reason for these female-centric courtship rules: women are naturally attracted to the alpha male, so in a state of nature most women in the society will be fighting over a few high status guys, and trying to outdo each other in terms of contributions to get access to these guys while these high-status guys generally ignore the vast majority of these women. This is basically what backstage at a Drake concert looks like. But a society where a few men have a harem
of women and the rest of the guys are starving for pussy is not stable or good for anybody (especially the women), so societies imposed these courtship rules to force women marry men who would at least make a symbolic contribution to her. These societies decided to sacrifice the positive emotions generated by the alpha male quid pro quo in favor of a system where most men and women could live in a monogamous marriage. And if women were unhappy because they were with a man they were not attracted to, tough shit – the alternative was banishment from society or death.

As societies have liberalized, the enforcement mechanisms for these courtship rules have weakened, so parts of society are back to the state of nature, which is why scenes like backstage at the Drake concert exist. Nevertheless, many men and women still feel bound by these societal rules of courtship, which puts men in a difficult spot: on one hand, if the man follows societal rules of courtship he will violate the alpha male quid pro quo, which will cause women to subconsciously lose attraction to him. On the other hand, if he enforces the alpha male quid pro quo, he will violate the society’s rules of courtship, which will the woman’s conscious, socially-trained mind to reject the man. In essence, society is asking guys to be creepy and is then shocked when women don’t like them.

Resolving the conflict between society’s rules and the alpha male quid pro quo is difficult because you can never admit you are implementing the alpha male quid pro quo. Nobody, especially women, wants to think of a relationship as a transaction. Women want to think love is “unconditional” which to many people means that a man will wait hand and foot on them no matter who the woman is or what she does. The idea that a man will walk away if you fail to contribute is repugnant to most people. Our society has so thoroughly propagandized people into believing this unrealistic depiction of love that it is practically impossible to discuss this subject with them rationally.

You must absolutely stick to these rules no matter what women say, even if it makes you feel uncomfortable and goes against what everybody is telling you to do. At the same time, however, you must implement these rules with warmth and grace so you don’t look like you are intentionally ignoring her or depriving of her things. Squaring the alpha male quid pro with society’s rules is difficult, and requires creativity and iron will.

3) Most men feel scarcity with respect to women.

Most men in modern society feel scarcity with respect to women for 2 reasons: 1) society teaches men to over-prioritize women, especially with respect to sex, and 2) men have a shitty self-image, which makes them feel like they are unable to attract women.

These two factors are related: many men have a shitty self-image BECAUSE they over-prioritize women. Men have unrealistic and crazy expectations for how much sex they need to get because of unrealistic expectations set by society. Society teaches men that their value as a man is related to the number of beautiful women they have sex with, and the more women they have sex with the more valuable they are, so men start to feel worthless if they are not constantly getting sex with various beautiful women.

Fixing your self-image is the subject of a different article altogether, but I will now discuss here how to prioritize women.

Correctly Prioritizing Women

Earlier, I said that women are attracted to men with an awesome life. But women do not just want a man who has access to an awesome life – they want a man who is actively enjoying that awesome life correctly, which means that his emotional priorities are in the correct order. A man who is a
billionaire but spends all day watching TV and eating cookies is not attractive to a woman. Women do not just want to experience a fun life – they want to experience that fun live with and vicariously through the man. They want to feel the man’s confidence, conquering spirit, joy, and emotional solidity as he conquers challenges, gathers the spoils, and stunts on his enemies.

You should think of your emotions as purposes – each emotion is either driving you towards a purpose or away from one. A good life is one where your purposes are ranked in a pyramid with the most important ones at the top. At the bottom of the pyramid are your “lowest” purposes – your desire to eat, take a shit, sleep in a warm bed, etc… Your lower purposes support slightly higher purposes – your desire to have a healthy body, to have status in your tribe, to become educated, to become successful in your career, etc… At the top of the pyramid, are your highest purposes – your desire to venture into the unknown, defeat challenges, and create a better future reality for you and your tribe.

All your purposes have some role in this pyramid. In a healthy, well-rounded life there is room for partying, sex, video games, etc… but they are ideally subordinated to your higher purposes. If your desire to win at video games is stronger than your desire to succeed at your career, you are going to have a shitty life (unless you can somehow make video games your career). If you do not have some grand project or mission you are pursuing in life, not only will you be unhappy, you will also be unattractive to women because women are attracted to a man whose purpose pyramid is correctly aligned.

Unfortunately, many men in the modern world over-prioritize women in their purpose pyramid and make women their highest mission for two reasons: 1) men evolved an extremely powerful desire for sex, including novelty and variety in sexual experiences, and 2) society exacerbates our primal sexual desire by making us feel like our value as a man and social status depends on how much sex we have with beautiful women. For many men, sex with beautiful women becomes their highest desire, and because this desire is never satiated they constantly feel scarcity and creepiness. To make matters worse, most of the advice that society gives to men about how to get women is either wrong or counterproductive, which causes most men to repeatedly fail with women and start to feel like there is something inherently unattractive about them, exacerbating their scarcity.

Humans evolved the ability to “sense” when a person’s purpose pyramid is correctly aligned, which is why we can sense when a person is being creepy or not. If you are casually chatting somebody with a party and show too much emotional investment in something (for example, they cannot stop talking about the temperature in the room), you will immediately feel like there is something “off” about them and feel creeped out. This reaction is often instinctual – you may not even be able to explain “why” they are creepy, but you just feel like something is wrong. Many women who are sexually assaulted report that beforehand they could sense that something was off about the guy, even if the guy was being nice.

**Ordering your pyramid correctly**

Sex, like eating food, is a necessary and important part of a well-rounded life. But because he knows that he can satisfy his sexual desires whenever he wants, an attractive man does not emotionally overinvest in sex or in women who provide him sex. Just like eating a sandwich is not a big deal to him and does not occupy a large part of his thoughts and emotions, having sex is not a big deal either. And just like he knows he can go buy a sandwich at the store whenever he wants, he knows he can get sex whenever he wants too. And most importantly, just as he wouldn’t put it up with a bunch of
bullshit just to get a sandwich, he also would not put up with a bunch of bullshit to get sex.

The male desire for sex is scary to women because it is extremely strong and will stop at nothing to get what it wants. The only way the male desire for sex can be controlled is if it is correctly integrated into a broader purpose pyramid where it is made subservient to his higher mission. It may sound strange, but women can sense when a man’s sexual desire is not properly integrated, which is why they immediately produce a strong negative reaction to any man who appears to not have his sexuality under control.

When displaying your sexual desire, you must make abundantly clear that your rational mind is in charge and that your sexuality is subjugated to your higher mission and purposes. When you speak about your sexual desire, you should do so in a confident and almost business-like manner, so as to show that your sexual desire is not some wild animal that you cannot control. And when a woman says “no” you should immediately put your sexual desire back in its cage – when a woman realizes that your sexual desire is controlling you, they get really freaked out.

It sounds strange and counterintuitive, but women are much more attracted to men that can get sex easily because they subconsciously know that those men are not going to be creepy about sex. TV and movies make it seem like women hate “players” but in reality women feel most comfortable around “players” because those guys can act normal around them and not weird or creepy.

False allegations of creepiness

Of course, no matter how well you implement these rules, some women will still falsely accuse you of being creepy. It’s a sad fact of life today that most attractive women today are constantly fending off creepy men, so it is easier for them to just assume that you, or any other guy that approaches them, is creepy. You should not get mad at women for falsely assuming you are creepy; you should feel bad for them for having to deal with so many creepy guys. Ultimately, the fact that creeps approached her in the past is her problem, not yours, and you should not and will not be held responsible for the actions of other men.

If and when you are falsely accused of being creepy, you should continue to implement these rules as if nothing had happened. A woman’s conscious, socially-influenced mind and her subconscious lizard mind oftentimes have different conceptions of what is creepy so her conscious mind may label you a creep but her subconscious mind will know that you are not a creep. If you approach and introduce yourself with a smile her conscious mind might say “look at this creep” but her subconscious mind will know that you are not doing anything wrong. And if you continue to act correctly, her subconscious mind may start to feel attracted, and then later influence her conscious mind to change its opinion of you.

Some guys say that women are more likely to call guys creeps just because they are ugly. They say “an attractive guy can get away with shit an ugly cannot.” That may be true. Or maybe not. It does not matter. You cannot let what women think influence your behavior – you have a very simple and powerful rubric to guide your actions, so you do not need to worry about what women think. Sometimes women just do not like you – you cannot stress over that – all you can do is hope that enough women will like you to make approaching worth it, and unless you are horribly ugly, they probably will.

If a woman says something mean to you or rejects you in a particularly rude or humiliating way, just “get distracted” by the next thing and move on like nothing happened. You may feel upset, but do not let it ruin you night and never, ever, ever “call out” the woman – that is the most beta thing you can
do. Just move on and hope the next one will be different. And definitely do not worry about other people in the bar judging you – most guys will not have the balls to approach women in the first place, so the fact that you would even try it makes you better than them.

Anybody with lots of experience approaching women will tell you that women’s reactions to you will be all over the map, so you absolutely cannot base your self-esteem or behavior on the reaction of a particular woman. Some nights a mediocre-looking woman will call me a horrible creep and I walk over and successfully approach a model. I have had many nights where I would approach one woman, she would call me a horrible creep, and then I would walk over and approach the next woman, who would take me home and fuck me that night. Each woman is a unique individual with a unique history and set of preferences and attitudes, so all you can do is stick to your objective criteria and hope it works more often than not.

That said, you should learn from your failures. If you are getting rejected a lot and in the same way by lots of different women, you should try to figure out what you are doing wrong. For the vast majority of guys, the biggest mistake they are making is being too emotionally invested, they act creepy. They talk too much, they stand too close to the girl, they get handsy before the girl asks for it, they ask, they beg, they act annoying, they get sad when the woman says no, etc… Oftentimes guys do not even realize they are being creepy because they are in the grip of their emotions. But again, if you are in the grip of your emotions just take a deep breath and ask whether you are doing more for her than she is doing for you. If the answer is yes, stop it.
Disclaimer

I did not write this article just for people with mental illness. I wrote this article for everybody, because depression and anxiety are normal parts of being human, and everybody is vulnerable to these emotions spiraling out of control. I understand that depression and anxiety are often very deeply ingrained problems caused by a host of biological, chemical, and hereditary factors, so if you are deeply ill I recommend that you go to some kind of medical professional and consider taking drugs to stay afloat. I believe that most people can take actions that can improve their depression and anxiety, but if you are so paralyzed with negative emotions that you are suicidal or cannot make any progress in your life, you may need drugs until you get to the point where you can make progress.

I am not a psychologist or a psychiatrist, nor do I have a degree in any kind of psychology. I am just a guy who enjoys writing about subjects that interest him. If this article helps you, fine, if it doesn’t, ignore it.

Introduction

For human beings, positive emotion primarily comes primarily from two sources: 1) pursuing desirable goals and 2) feeling accepted by the tribe. Pursuing desirable goals produces feelings of enthusiasm and confidence. Acceptance produces feelings of calm, contentment, and spiritual enlightenment. Anxiety occurs when your subconscious mind feels like you are failing at pursuing desirable goals. Depression occurs when your subconscious mind feels like you have failed at being accepted by the tribe.

Anxiety and depression are linked because humans evolved to only feel accepted by the tribe after they do something to contribute to it. And to contributed to the tribe you must successfully pursue desirable goals and bring back some resource for others. People who do not feel like they are successfully pursuing desirable purposes that lead to valuable resources often feel worthless to the tribe, and this feeling of worthlessness causes depression.

Depression and anxiety are alarms that evolved to warn us if we are doing the wrong thing. Both involve a similar cycle (what I call the “Rumination Cycle”): 1) an external stimulus indicates to us that we are doing the wrong thing, 2) we feel negative emotion, which causes us to freeze and stop doing whatever we are doing, 3) we collect information, 4) we process the information we have collected to determine a new purpose, and 5) the negative emotion clears and we get moving again towards our new purpose.

Depression and anxiety become pathological when we get stuck in the Rumination Cycle and the negative emotion never clears. This can occur because 1) the relevant information we need to pick a new purpose is not available to us, 2) we fail at processing the information correctly, 3) we are overwhelmed with too much negative stimulus to process, 4) our alarms go off for the wrong reasons, and many other reasons.

Your Subconscious Mind

To understand depression and anxiety, you must understand that your subconscious mind is not “you”. Our subconscious mind is almost like another person living inside of you, who has plans, thoughts, feelings, attractions and aversions that are complexly independent of your conscious mind.
When you realize that the voice is in your head is not “you” and that sometimes it is wrong, you can engage in meta-cognition, which means thinking about thinking, and disconnect your “self” (whatever that is) from your thoughts and emotions. Once you can view your thoughts and emotions with a cold, objective eye, you can start working on fixing some of the more destructive ones.

Depression and anxiety are diseases of the subconscious mind. Nobody wants to be depressed or anxious, and if it was as easy as reading a few inspirational quotes or “toughening up” everybody would do it. The reality is that our subconscious minds sometimes develop a horribly distorted view of the world which causes them to produce intense negative emotion that is completely unjustified. Oftentimes people that are incredibly rich, powerful, and loved feel depression even though on paper they are the most “accepted” people in the world. Similarly, some of the most secure and competent people you will ever meet will suffer from intense anxiety. Our subconscious mind is a strange thing and fixing it is often a very difficult task.

You may read some parts of this article and think “that doesn’t apply to me.” The truth is that the basic wiring of everybody’s subconscious minds is the same. Some people are genetically predisposed to have slightly higher positive or negative emotion than average, or to feel more or less pleasure at certain activities, but the primary difference between humans is how we tutor, shape, and accommodate our subconscious mind. Your subconscious mind can be your best friend or your worst enemy, and you must work hard for it to be the former.

Battling your subconscious mind is difficult for a variety of reasons. First, our subconscious mind is much more powerful and sophisticated than our conscious mind, so we often need to rely on it. We cannot just ignore or repress it. It is impossible to consciously think about every single little thing we do, think, and feel in our lives so our subconscious mind has input into almost everything we do. Secondly, our subconscious mind often infects our rational mind with negative, counterproductive, and false thoughts in a process called confabulation (I discuss confabulation later in this article), so we are often “tricked” into thinking we are having rational thoughts when our thoughts are really just justifications for the emotions generated by our subconscious mind. To make matters worse, our subconscious mind often connects these negative thoughts and emotions to real data from the outside world, so we believe these negative thoughts and emotions are real and justified (not realizing that these thoughts and emotions are ignoring a lot of other real data from the outside world). Over time, these negative thoughts and emotions accumulate, weighing us down and tormenting us.

To defeat these negative thought-emotion bundles, it is not enough to think, talk, or wish. The only thing that changes the emotions in your subconscious mind is action. You must create a routine for yourself that generates positive emotion in your subconscious mind, and then use these positive emotions to individually attack each of these negative thoughts that have accumulated (trying to attack them without the requisite positive emotion is too difficult). This process may take a long time because you often have years of negative thought-emotion bundles to unwind and fix, but you might as well get started now.

Goal Conquering

Human psychology is best understood in terms of purposes. Everything we do is either consciously or subconsciously directed to some purpose, and our subconscious mind is always trying to figure out what purposes to pursue. Generally speaking, we evolved to pursue purposes that 1) feel pleasurable and 2) we see a clear path to attaining. Humans generally prefer delicious food over mediocre food, but we evolved to settle for mediocre food if we see a clear path to the mediocre food and the
delicious food is guarded by a lion.

Humans evolved to hunt, and the neurochemical associated with hunting is dopamine. Dopamine is associated with focus, confidence, pleasure, and enthusiasm. Almost all pleasure comes from dopamine, whether it be eating food, having sex, winning something, etc… But interestingly, our brain releases most of the dopamine ON THE WAY to the pleasurable object (what I call “journey pleasure”), rather than when we are consuming the object (“destination pleasure”). As the famous comedian Artie Lange once said, “the best part of doing cocaine is the ride to your dealer’s house to get it.” Successful people often have all the money, status, and friends they need, but they still go to work every day because the hunt is what motivates them. From an evolutionary standpoint, it makes sense why journey pleasure is stronger than destination pleasure: evolution needs to motivate us to hunt the deer; it doesn’t care as much if we enjoy eating the deer afterwards. But even though destination pleasure is much weaker than journey pleasure and lasts for a much shorter time, if we cannot find journey pleasure we will settle for destination pleasure.

Journey pleasure is maximized when we: 1) venture into the unknown, 2) defeat challenges or threats, 3) hunt down a resource-rich target (preferably one necessary for survival), and 4) bring back the fruits of the hunt to share with the tribe. Goal conquering also causes us to feel accepted and valuable because we have contributed to the tribe.

The Problem

What is Anxiety?

Anxiety is basically an alarm that makes us freeze when our subconscious mind thinks we may be pursuing the wrong purpose (or in other words, hunting the wrong target). We feel anxiety 1) when our subconscious mind thinks that the paths to our purposes are blocked by threats or obstacles, or 2) when our subconscious mind perceives multiple equally appealing purposes and cannot decide which one to pursue. When anxiety kicks in, our subconscious mind enters the Rumination Cycle until it figures out a different purpose to pursue.

Anxiety is also caused by the unknown. In fact, most anxiety we feel comes from the unknown and uncertainty rather than consciously identified threats. The unknown induces anxiety because 1) the paths in the unknown to appealing things may be populated with threats and 2) the unknown is full of infinitely equally appealing paths.

Anxiety is linked to memory, which is why drugs that alleviate anxiety often negatively affect our memory. Our subconscious brain is always trying to build a map of the world around us, both of our immediate physical surroundings and our abstract future. It then populates this map with the threats it detects to prevent us from running into those threats in the future. For example, if we touch a hot stove and burn our hand our subconscious will register “hot stove” as a threat and try to cripple us if we consider reaching for a hot stove in the future. Unfortunately, this map can become polluted with false alarms so we find ourselves afraid of things that are not really threats. To keep us safe, our subconscious mind is overly conservative so over time our internal maps become polluted with more and more phony threats, causing us to become more and more narrow minded, afraid of the world, and stuck in our ways. Even worse, this causes our subconscious mind will write off certain paths as impossible before they even get to our conscious mind.

The opposite of anxiety is confidence. Confidence is the same thing as journey pleasure: we feel confidence when our subconscious mind feels like there is a clear path to its goals unobstructed by threat, and we are making progress towards them. Therefore, to feel confidence and defeat anxiety we
need a plan that we feel like we can successfully execute. If our plan feels too difficult or riddled with too many threats, we will not feel confident and motivated. We do not need to actually achieve our goals to defeat anxiety: we just need to feel like there is a clear path to the goal. Most mentally ill people first manifest their mental illness in their mid-20s, and I suspect that is because people’s early 20s are when they are given freedom to choose their own goals and are not given any plan or routine. Confidence also requires certainty that you are on the “correct” path, and by “correct” I mean that there is no better path for you to be on. If your subconscious mind feels like there may be a better path to be on, it will strike you with anxiety. Obviously, it is impossible to be completely certain that you are ever on the best possible path, and there is usually something better you can be doing, but you need to come to some type of peace with your purpose. I think the way to obtain this certainty is to 1) pursue the biggest possible purposes that you are realistic for you and that you enjoy, 2) spend some time every week looking at your purposes with a cold and objective eye to make sure you are doing #1.

Because anxiety depends on our progress to our goals, the goals we choose partly determine how much anxiety we feel. If are pursuing purposes that our subconscious mind feels are too difficult, intimidating, or remote, we will feel anxious and overwhelmed. Unfortunately, many people feel anxiety because they do not consciously choose their own purposes: their purposes are determined by their friends, their family, their society, their emotions, and other influences they are not consciously aware of. Part of the reason so many people feel anxiety in the modern world is because society imposes unrealistic standards as to what people should achieve, have, and look like.

Neurochemically, anxiety is our default state. The brain works by exchanging messages using chemicals called neurotransmitter, and the neurochemical GABA slows down the activity of excitatory neurotransmitters. Most anti-anxiety drugs, like Xanax and alcohol, work by stimulating GABA receptors in the brain. Too much GABA makes one drowsy, sleepy, and stop producing memories. In other words, the alarm is “on” by default until we give it something (abstractly a plan, chemically a drug) to turn it off.

**Anxiety Disorders**

The part of the human mind that controls anxiety originally evolved in primitive animals to detect physical threats in the jungle, but in the human mind it is also used to detect more abstract threats that may happen far in the future, like the possibility of getting fired from our job or dying from a lightning strike. Because physical threats in the jungle often meant sudden death, our anxiety system evolved to be risk averse and overly sensitive to threats. It makes sense to be risk-averse in the jungle: if you take an uncertain risk the award is a little bit of food or maybe some sex, but the danger is death.

It makes less sense, however, for human beings to have an overly sensitive anxiety system. Our minds can detect abstract threats that may lie in the future and outside our immediate perception, but we often do not have enough information to accurately gauge the severity or possibility of those remote threats. And because we do not have adequate information to decide our next move, we get paralyzed in the Rumination Cycle. Infinite bad things that could happen to human beings, so our anxiety system can register almost infinite threats at any time.

Our capability for abstract thought makes us vulnerable to intense, constant anxiety. In the Bible, after Adam and Eve ate from the tree of knowledge of good and evil they immediately went and hid behind a bush out of fear because they realized the world is full of threats. Many psychologists and
philosophers have noted that the question is not why humans feel anxiety, but why they do not feel constant, overwhelming anxiety.

Many psychologists and philosophers have theorized that art, business, religion, and philosophy are all human constructions created to overcome anxiety. Basically, humans create “civilization” to make us feel safe from threats and to give us goals to pursue that kill our anxiety. But modern society is constantly changing and becoming more and more unpredictable and complex, which has led to an increase in anxiety. On top of this, people are given goals by society that often feel remote, unreachable, and littered with threats – goals which people do not have the preparation to successfully pursue. Modern liberal society also gives us infinite opportunities, infinite potential ways to live your life, and much too much information, which it makes it difficult to pick a goal, successfully make progress towards it, and feel confident that you are doing the right thing. The decline of religion, a declining trust in authority, a failure to adequately educate and discipline children, and a news media that is intent on scaring the shit out of us also serve to increase terror.

**What is Depression?**

Depression is the feeling of being rejected from the tribe. Depression is a normal and necessary part of life, but becomes a disorder when you get stuck in the Rumination Cycle and feel like there is nothing you can do to be re-admitted back into the tribe. Depression is often characterized as “learned helplessness” – you have “learned” that you might as well give up because no matter what you do, it is impossible for you to contribute to the tribe and become accepted again.

One of our strongest emotions, if not THE strongest, is the desire to feel accepted by whatever we perceive the “tribe” to be. We are usually attracted to the most appealing tribe, and we perceive the most appealing tribe to be the group with access to the things we want (resources) and can protect us and the resources. When you are a child, the “tribe” is usually your family, but as you grow older it can be your friends, company, gang, romantic lovers, and society itself. The tribes you seek acceptance from are determined by your values, because the resources you find appealing are determined by your values. At the same time, however, the tribe can also subconsciously and subtly change your values without you even realizing it.

The desire to feel accepted is stronger than almost any of our other desires, which is why people often change their likes, dislikes, interests, personality, and even identity to conform to the tribes they want to join. To ensure we stay loyal, evolution has caused our desire to be accepted stronger than any of our lower desires. People sacrifice themselves for their family, their country, and even their company because their desire for “honor” and status in the tribe is stronger than anything else, sometimes even stronger than their will to live. In addition, the emotion of “love” is related to acceptance. In fact, some psychologists describe “love” as “acceptance” + “joy,” the joy presumably coming from the fact that the person is getting the things they want from the tribe now that they have been accepted. And just as feeling accepted is one of our strongest positive emotions, feeling rejected is one of our strongest negative emotions. Biologically speaking, love is acceptance and depression is grief of love lost.

Feelings of spiritual elevation are also related to feeling accepted by the tribe. A spiritually enlightened person feels simultaneously “wholeness” and “nothingness.” They feel “whole” because they have been fully accepted into the tribe, which means they have access to all of the resources of the tribe. But they also feel nothingness because now that they have access to all of the tribe’s resources, they have no desire for them. Addictions and obsessions with material things and bodily
pleasures are the result of fear: because we feel like have been rejected by the tribe we have an
impulse to consume as much as we can because that might be the last time we get access to those
resources. Of course, this is all subconscious – you never actually have complete access to resources
– it is a feeling that your subconscious mind generates based on the input it receives.
You do not need to feel accepted by every single person in the world or every tribe, but you do need
to feel acceptance from SOME tribe to stay mentally healthy. Humans did not evolve to live as
hermits completely disconnected from one another. “Loners” claim they are happy usually because
their loved ones hurt them so badly they feel better off alone. But you evolved to seek relationships
with others and your challenge in life is to find a good group of people to form relationships with.
For optimum mental health, your tribe should 1) consist of people you respect and value, 2) have fair
and transparent criteria for acceptance, 3) will not arbitrarily or unfairly reject you, and 4) accept you
relatively unconditionally, even when things are going badly for you.
Many things cause us to feel accepted: compliments, attention, reciprocal interactions with others,
others complying with our requests, being explicitly included in activities, etc… But the thing that
most solidly makes us feel accepted is being rewarded for something we did to contribute to the tribe.
If we feel like we provided others something meaningfully valuable, we feel much more “secure” in
our acceptance than somebody who gets compliments or attention for contributions of little objective
value (like looking good). We evolved to only feel accepted after we did something for acceptance,
so deep down we know when our acceptance is fake. Being competent to contribute makes us feel
confident: once we know we can contribute to the needs of the tribe, that by itself helps us feel like
we could get accepted by others.
Conversely, when we consume the resources of the tribe without contributing, we subconsciously feel
worthless. Even if people tell us we are loved and accepted, deep down we still feel insecure. In fact,
Sigmund Freud theorized that humans have a “death instinct” that makes them want to die when they
feel they are no longer contributing to the tribe. This death instinct can manifest itself as consciously
suicidal thoughts but it can also be subconscious, causing us to engage in dangerous and self-
destructive behaviors because we subconsciously want to hurt ourselves. The evolutionary reason for
the death instinct is simple: once you become a liability for the tribe, it is better off for the tribe for
you to be dead. Others have theorized that humans evolved to attack enemies of the tribe, and when
we feel like we are hurting our own tribe we turn that rage back onto ourselves. In other words,
depression is “aggression turned inward” - our body attacking itself as punishment for hurting the
tribe.
Because depression is aggression turned inward, you must be careful to not beat yourself up too much
when you fail at something or you get rejected. You should characterize your mistake as narrowly as
possible, fix that narrow mistake, and then keep moving. Your attitude towards yourself should be “I
am a valued and important member of the tribe, and I made a mistake, like all valued and important
members of the tribe sometimes do” rather than “I completely fucked up and now I am a useless drag
on the tribe.” You also need to let go of your past failures and rejections with the same attitude – “I
made some mistakes, I learned from them, and now I am back in the tribe.” Part of forgiving yourself
and loving yourself is talking about your issues with somebody else – sometimes articulating your
failures and rejections makes you realize how stupid and insignificant they really were.
Depression activates the Rumination Cycle to figure out what we did wrong so we stop doing it and
rejoin the tribe. Everybody feels mini-depressions throughout their life, which are an important tool
to help us correct our behavior. If you fail at something or do something to hurt others, and in return people look at you unfavorably, you probably should not feel good. But depression becomes pathological when we get stuck in the Rumination Cycle and cannot escape, perhaps because 1) we do not know what we did wrong, 2) we do not know what to do to be re-accepted, or 3) it is impossible for us to do the thing that the tribe demands to gain reacceptance.

Depression induces a stress response, anhedonia (the inability to enjoy pleasurable things), and grief, similar to how you feel when a loved one passes away. Grief comes from the same part of your brain that causes you to feel pain, so depression literally feels like you got hit by a truck. Depression also induces psychomotor retardation, which makes it more difficult for you to move your muscles. The purpose of these feelings is to feel pain, stop enjoying things, and stop doing things so you ruminate on what you did wrong. Some theorists have even suggested that one of the purposes of depression is to make lower-ranked apes stop fighting the alpha male for dominance in the tribe after they have been defeated.

The neurochemical most closely associated with depression is serotonin. The higher a person’s status in the tribe and the more solidly “accepted” they feel, the more serotonin they have. Conversely, if one feels like they are the fringes of the tribe or rejected, they have less serotonin. Serotonin is correlated with feelings of happiness, contentment, and connection with others. Serotonin also causes the release of other neurotransmitters that produce feelings of well-being, like dopamine, oxytocin, norepinephrine, and others. Serotonin is related to practically every single positive emotion a person feels, which makes sense – once we feel accepted into the tribe, we feel like we have access to all the resources and protection of the tribe. For this reason, most anti-depressants by increasing the serotonin levels in your brain.

Most psychedelic drugs, like psilocybin mushrooms, LSD, and DMT also work by affecting your serotoninergic system. These drugs are serotonin agonists, meaning they bind with your serotonin receptors and produce the same feeling as serotonin. These drugs usually produce a feeling of calm, satiation, love, protection, oneness and happiness – all the feelings you get when you are accepted into the tribe. Because these feelings are so powerful, pleasurable, and all-encompassing, people report having spiritual experiences on psychedelics. I strongly suspect that feelings of oneness and spiritual enlightenment are related to the feeling of being accepted by the tribe: a person who is accepted feels protected, safe, loved, and has nothing to fear or fight about with anybody else. Feelings of fear, anger, and resentment occur when we feel like the tribe has cheated us or rejected us, leaving us alone and unprotected in a cruel and terrifying world where we must fight to survive.

**Causes of Depression**

Many things can cause somebody to be vulnerable to depression: biology, hormones, brain chemistry, inherited traits, etc… But I think the fundamental core of depression is the feeling that we are fundamentally “not good enough” to be a respected and accepted member of the tribe. This feeling is partly caused by real events in the world and partly from our distorted perceptions of reality.

We may feel rejected because the people whose acceptance we sought, like our parents, friends, and romantic partners, rejected us, especially if their rejections were based on arbitrary or unpredictable reasons. The purpose of depression is to figure out what we are doing wrong so we can correct it, but if we have no idea what we did wrong, we remain stuck in the Rumination Cycle. If your parents, coach, or friends are arbitrary and abusive, your subconscious mind may never figure out a pathway to acceptance. We may also feel depression if the acceptance our tribe provides us is temporary and
conditional. For example, if your tribe only accepts you if you look good, you will feel insecure and
vulnerable to depression because looking good is a temporary thing and not a real contribution.

We also feel depression if we feel like we are failing at meeting the standards that society has set for
us, because if we fail to contribute we get rejected. Again, we can become more vulnerable to
depression if we cannot figure out what we need to do to meet society’s standards, or if those
standards are arbitrary and constantly changing. Anything that makes us feel like we are not good
enough for the tribe can cause depression.

Imagine you are very good at your job, but your company needs to lay you off because business is
bad for reasons unrelated to your performance. Most companies do not want to admit they fire people
because business is bad, so instead they say you got fired because you suck at your job. Even if you
suspect they are lying, you may still feel depressed, especially given that you have no idea what you
did wrong to get fired. Similarly, if you get dumped you out of the blue, or bullied based on things
you had no control over, you will feel depressed.

We also feel depressed if we feel like the criteria to gain acceptance are too difficult and out of reach
for us. For example, if you feel like you need to be married and own a house by age 25 to be in good
standing by your friends, your parents, or society, you will feel depressed if you don’t accomplish
those things by 25. It is easy to say “well don’t worry about society’s standards” but we need some
standard for success, and some of society’s standards are perfectly reasonable, so if society says
something is a standard and we fail to meet it we feel incompetent, a failure, and unable to contribute
to the tribe. As you can imagine, this problem is exacerbated by the entertainment industry and social
media, which makes you feel like everybody is happy, successful, and rich, except for you.

I believe depression is increasing in the modern world because modern society has made people more
individualistic and remote from one another. Community organizations, churches, and friendships are
breaking down, so more and more people feel isolated, lonely and unloved. Chronic loneliness is
becoming a huge problem for elderly people, especially given that many people are not marrying and
having children, so when they are old they have no family and few friends. Many people try to attain
a feeling of community or friendship from the internet, but those relationships often fail to produce
the same feelings of acceptance as relationships in real life. The corporate media worsens this
problem by making people feel they will not be “accepted” unless they believe certain things, buy
certain things, and live up to certain stupid and impractical standards.

To add to these problems, the modern entertainment-media-marketing complex constantly tries to
make us feel inferior. Every major social institution in the modern world peddles ideologies that are
designed to make us feel weak, at the bottom of the dominance hierarchy, helpless, victims, and
dependent on others. They either make us feel like it is impossible to rise in the dominance hierarchy,
or they give us false advice as to how to rise. For example, the modern information machine teaches
young man that the key to feeling “alpha” is fucking lots of hot girls – this causes most men to feel
inferior because most men on average get laid very rarely and even when you do fuck hot girls, your
place in the actual dominance hierarchy of society does not change. Even if you come from a good
family and have good friends, you are constantly ingesting mountains of propaganda designed to
make you feel inferior.

The modern world is also full of opportunities for “fake acceptance,” which produce a quick jolt of
acceptance that quickly wears off. For example, people work for “likes” on social media sites, but
that feeling of acceptance quickly dissipates because 1) the crowd has quickly moved on to like
something else and 2) the person never actually contributed anything of value with their social media post, so they do not actually feel any pride or honor. People also get caught up in fads, political movements, “scenes” and other communities that quickly dissipate.

And finally, depression is increasing because people are just becoming shittier to each other. To not feel depressed, you need to find a reliable, fair group of friends that will accept you and not stab you in the back, and that is becoming harder and harder to find in our modern world, especially in certain communities. People get abused and unfairly rejected, so they often go on to abuse and reject others, creating an ever-lengthening chain of broken, damaged people that can’t engage in real relationships.

**The Solution**

**Choose your purposes**

Most people have depression and anxiety because their purposes are wrong. Their purposes are either too small, so they do not feel excitement and passion when pursuing them, or their purposes are too big and feel overly intimidating and impossible to achieve. Ultimately, you want your subconscious mind to enjoy the adventure inherent in your work because it equates work with progress towards a big goal. When people’s purposes feel remote, unreachable, and overwhelming, they are likely to feel anxiety when even considering pursuing them, so they get distracted by quicker, easier pleasures like porn, drugs, video games, wasting time on the internet, and other addictions. Getting distracted by addictive lower pleasures makes it even less likely that one will successfully pursue their goals, so a vicious cycle develops where the more hopeless you feel, the less progress you make.

Your purposes ideally meet the following criteria (the “**Purpose Criteria**”): 1) you contribute something meaningfully valuable to your life and the lives of others – preferably something necessary to survival, 2) your work and contributions are recognized, honored, and rewarded by others, 3) you pursue your purpose autonomously, without control from others, 4) you defeat challenges and venture into the unknown, 5) your purposes are outside of your current competency and require you to improve yourself, and 6) you create something. The bigger the purposes and the more rewarding, the better you feel.

Of course, it is difficult to create a life where all your purposes always meet these criteria, but these criteria should be the ideal you aim for. For example, your goal at work should be to challenge yourself, venture into the unknown, and develop a sphere of autonomy where your manager trusts you and allows you to make your own decisions. If you do not feel like your contributions are “your” contributions, you are less likely to feel the positive emotions from goal conquering. Similarly, if you enjoy cooking you should always be trying to work autonomously, challenge yourself, create something new, and give to others.

When your big goals seem remote and overwhelming, which they often will, it helps to have a few small goals to get yourself some quick wins and get your dopamine flowing. I recommend things like lifting, cooking, cultivating a creative hobby, studying a useful subject, and cultivating a new friendship/relationship to tide you over with small daily wins while you march towards your bigger wins. You just want to make sure these side-quests fulfill the Purpose Criteria: they are challenging, they produce a valuable benefit to your life, and you can do them autonomously. It also helps to have purposes where a “win” is objective (for example, a business) and other purposes where a “win” is subjective (for example, something creative or artistic). Sometimes purposes with objective standards for success induce anxiety because they often take a long time before you get the win, so making some art can give you some quick wins to hold you over. You need to be careful, however, to not let
your creative purposes lull you into lazy complacency: you need some objective wins as well to prove to yourself that you are indeed competent enough to objectively contribute to the tribe.

The modern capitalist economy, which promotes efficiency and productivity over all other values, makes it difficult for most people to fulfill the Purpose Criteria and feel journey pleasure in their career. Most jobs are intensely specialized, so instead of completing a project from beginning to end, most people contribute a small thing to a gigantic project and do not feel like they have “accomplished” anything. For example, a person that makes one pair of shoes a day from scratch feels much more accomplishment than a person working on an assembly line whose only job is to put laces into 10,000 pairs of shoes a day. And when the assembly line worker receives their paycheck, they do not feel the direct connection from the work to the did to the prize they received the way a hunter would enjoy eating what he killed. Most people’s jobs are also intensely micromanaged by tyrannical bosses that control every single thing they do, so they do not feel like they accomplished anything on their own. A person who makes hamburgers at McDonald’s does not feel like they “accomplished” anything because everything they do is rigidly controlled, with no room for deviation or creativity. Research has shown that people feel much less depressed when they have control over their work, and I believe that is to because people with control over their work feel journey pleasure. Unfortunately, that is becoming more and more rare in the modern world.

If you feel like you cannot fulfill the Purpose Criteria in your job, you need to consider either changing jobs or doing something on the side that fulfills these requirements. Sometimes adjusting your mindset: many people with seemingly boring office jobs generate positive emotion by viewing their work at the office as contributing to some greater good. For example, an investment banker may not feel like he is contributing to society when he is running spreadsheets, but he can change his mindset by meditating on how allocating capital is actually necessary for society. And if your career sucks, you should view your current career as a small step in your larger purpose of getting a better career.

You should also be careful as to not lull yourself into complacency with “fake” wins. Getting meaningful, valuable wins is often difficult, so people try to placate themselves by getting “wins” in things like video games, Facebook arguments, meaningless political activism, stupid hobbies that don’t actually require work or creativity, and other activities that don’t produce any beneficial result. Video games are one of the most pernicious forms of fake wins: they follow many elements of the Purpose Criteria to trick your brain into thinking you are receiving wins, but at the end you realize you have not actually accomplished meaningful for your life.

Many people choose the wrong goals because society sets unrealistic and stupid expectations for where a person should be in their life. The media, entertainment industry, and social networking websites make people think that if they are not hot, rich, in an awesome relationship, constantly doing fun things, and consistently happy they are a failure and nobody will like them. To feel excited and motivated, your subconscious mind must see a clear path to the goal, and it often impossible to see a clear path to the goal when the goal is an unrealistic, artificially constructed illusion.

You may also need to be humble and patient when your goals are far away. For example, your goal may be to a millionaire who dates a Playboy model, but if you are fat and unemployed, your immediate goal should be to find a job and lose some weight. You need do one thing at a time and focus on your small goals, with the faith that you will eventually reach your bigger goals. Many people in the modern world are so fixated on the bigger goal that they cannot motivate themselves to do the small things. Many people also lose motivation because they feel like they are moving too
slow compared to their peers that are seeking the same goal.

Imagine 400 people are running around a racetrack. If you are in 356th place and think you are in a race with the others where you need to place in the top 3 to be “successful,” you will probably feel hopeless and give up. But instead of seeing the run as a race against others, if you instead just focus on enjoying the run, you will be happier and finish in a better position. You may not finish in the top 3, but you will not even care because your goal is to enjoy the run, not beat other people. When people feel like they are “behind” where they should be and it would take too much work to catch up (either because others are so far ahead of them or because the standards they need to meet are too difficult), they feel depression and anxiety, which in turn causes them to freeze up make even less progress.

Life is not a race against others. It is a race against yourself to get the things you want (or rather, the things you decided you want), and you need to consciously and rationally determine your purposes so that the things you want are realistic, attainable, and good for you. Most importantly, you must choose goals that are big, difficult, fulfilling and that you actually enjoy pursuing. You can ask other people for advice, but you should not let your purposes be determined by others. When you choose your own purposes instead of trying to impress others, you will often find that others will be impressed anyway. Because one of our strongest desires is to be accepted by the tribe, we often feel depressed if we do not feel like we whatever arbitrary the tribe has set for success. But instead of comparing ourselves to others, which will drive us mad, we should compare ourselves to objective standards that are high enough to take us where we want to go.

Create a routine

To defeat depression and anxiety, you must build a plan and a routine that gives you a steady stream of small “wins” throughout the day that will eventually lead to bigger wins. You need small wins for dopamine boosts to keep you going, but you also need an attractive pot of gold at the end of the rainbow. If you have no big goal that you are working towards, your subconscious mind will not be motivated to do the small things. Humans did not evolve to run on a treadmill; we evolved to hunt the things we want. Ideally, the pleasure from your “wins” will come from the game itself, but until you get to the point where you love the game you may have to motivate yourself in other ways.

Many things can be a “win”: completing a good workout, saving some money, paying off some debt, completing a project at work, cleaning your room, cleaning your car, making a delicious meal, having a good social interaction, learning something useful, etc… If you are very depressed or anxious, something as simple as brushing your teeth or showering can be a win. Obviously, you want to eventually build up to bigger wins, but something is better than nothing, and if you can make it a routine to shower every day for a few weeks, you can then probably move on to bigger things. A win can also be time-based: you can promise to reward yourself if you work for 5 or 10 minutes; once you accomplish that goal, you will feel the dopamine if the win and be motivated to do it again later.

A routine also reduces your anxiety by giving you a plan that your subconscious mind knows will lead to wins. You do not actually need to achieve the goal to defeat anxiety, you just need to have a plan that you feel will lead to the goal. If your subconscious mind looks at next Tuesday, next month, or next year and sees a plan, it will feel calm, but if looks ahead into the future and sees chaos, it will feel anxious. If you are ever approaching a task and are feeling anxious about it, go take a walk and formulate a plan that includes some very easy, specific wins you can get. Your anxiety will decrease and your motivation will increase.
Discipline is more useful than motivation, which is fleeting. You become disciplined by rewiring your brain to get excited about valuable wins and less dependent on fake wins and cheap pleasure. To become disciplined you must have a big goal you are working towards, a plan to the big goal, and a routine you stick to that gives small wins on the way to the big goal. You may also need some fear or pressure to keep you on the routine when things get tough or the wins dry up for a while, but ideally most of your motivation should come from excitement to get wins. It often helps to have a coach or partner pressure you to stick to your routine until you become disciplined and self-motivated. Most people’s routine is dictated by others (their parents, coach, boss, or teacher), and when left to their own devices they become completely useless. If you can become self-motivated, your mental health will depend less on others.

You need to force yourself to stick to the routine even when you don’t feel like it or when you are on difficult parts of the journey. In many activities, you may hit a “plateau” where you go a while without any wins, and during that time your motivation to follow the plan will wane. The only way to get back into the groove, however, is to tough it out until you get back to where the wins are energizing you. For example, if your schedule demands you go to the gym every day at 8 AM, you may wake up and feel like not going to the gym, but you may go and get the win anyway, which will make it easier for you in the future. You can also get yourself motivated by promising to reward yourself after small wins. For example, if you have never lifted weights before, you might be able to motivate yourself by saying to yourself “if I go to the gym, I will reward myself by watching an episode of my favorite TV show.” Ideally, once you start going to the gym the wins from the activity itself will be your motivation – your “reward”, for example, will be the feeling of actually having a more attractive, healthier body. But until you get your dopamine engine started, you need a routine to “force” yourself to get some small wins.

If a particular goal feels too intimidating to your subconscious mind, you can break it into smaller, less intimidating tasks that your subconscious mind feels like you can successfully accomplish. For example, if you are intimidated by the prospect of writing a paper, you can start by just opening your Word processor and typing a word. Your subconscious mind gets motivated by a clear path to the goal, so it may doubt that you can write a paper, but it knows you can type a word. It may sound strange, but once you have your Word processor open and have typed a word, your subconscious mind will oftentimes see a clear path to the next “win” – typing a sentence. After you achieve each win, your subconscious mind is more likely to see paths to bigger and better wins. This is why therapists often recommend “exposure therapy” as a common cure for anxiety – you take small steps towards your goal until the fear dissipates, and each step you take motivates you to take more steps.

You also cannot be a slave to your routine. Many people get comfortable with their routine and miss out on chances to move onto better things because they are addicted to their little wins and are too afraid to risk losing them for bigger ones. Oftentimes people that are really good at something find it difficult and painful to transition to a different field they are not as good at because they are so used to rapid wins. The German philosopher Nietzsche warned that modern society would create what he called the “last man.” Because modern society had made life so easy and comfortable, people would become weak and apathetic and lose their ability to dream, pursue big goals, and take big risks because they would be afraid of losing the comfort, security, and pleasure he already has.

Sometimes you need to blow up your routine and plan and replace it with something better. The blowing up process is painful, especially if you are comfortable in your routine. Blowing up your routine often induces anxiety because it takes away your plan, and you need to be able to deal with
that anxiety with fail that you will establish a better plan. Oftentimes, it is impossible to move to the
next level of your life without blowing up your routine and replacing it with something different.
Sometimes when people face an unexpected hardship they actually feel happier, because the new
hardship forces them to step up and create a new, more difficult routine and that new routine creates
bigger and more meaningful wins.

**Dealing with Disruption**

You need faith to be able to deal with disruptions to your internal map. A million things can occur to
interrupt your flow of wins: you fail, get sick, realize you are pursuing the wrong purpose, hit a
plateau, etc… When the flow of wins stops, you can become discouraged and fall back into a pit of
depression, so you need something to keep you going. That thing is faith.

By “faith” I do not necessarily mean religious faith. Faith is anything that makes you feel you will
achieve your purpose even when you fail or the immediate data appears to indicate that the path to
success will be difficult. You can get this faith through various means: meditation, prayer,
contemplation, psychedelic experiences, etc… You can even get faith from fictional characters,
delusions, your own past, or looking down on others. In the 1960s a psychic told Eddie Murphy’s
parents that somebody in their family would become world famous, and everybody in the family
believed it, so they all started taking music and dancing lessons and moved through life with the
belief that one of them would eventually make it. That psychic’s prediction may have contributed to
Eddie Murphy’s faith and confidence that he would succeed. Anything that gives you that
supernatural belief and feeling that you will succeed can work as faith.

Starting a successful business, succeeding at a high-end career, or improving yourself to the point
where you are capable of having a successful relationship, are all long-term projects that take years to
accomplish and are fraught with potential threats. The only way to remain steadfast is to have an iron
belief that you can succeed despite whatever challenges may arise (I will discuss developing these
beliefs later). Most people fail to achieve these goals because their subconscious mind, envisioning
the multitude of these potential threats, subconsciously cripples them by sapping their energy when
they pursue those goals, distracting them with other goals, or polluting their mind with negative and
counterproductive thoughts. People develop this anxiety often because they tried and failed a few
times, because they are intimidated by other successful people, or because society, their family, or
friends told them consciously or subconsciously it was impossible.

You must distinguish between the emotional and intellectual aspects of faith. Having faith does not
mean you need to be stupid or ignore real facts. If the facts clearly indicate that you are on the wrong
path, you must pick a new path. Faith is primarily for your emotional brain. Your subconscious mind
needs to see a clear path to the goal to feel motivated, so faith is there to give it motivation when you
hit rough patches. Oftentimes people know in their rational mind that success if possible, but feel
unmotivated because their subconscious mind is not on board.

Thing of faith like this: imagine I gave you a giant task with a huge payoff, like building a billion-
dollar business or writing the next Great American novel. Most people would not be motivated to
even start those tasks because their subconscious mind would not see a clear path to the goal. But if
for some reason you had complete faith that you would succeed you would work day and night on
these projects and stay focused and excited no matter how boring or difficult the journey became
because your subconscious mind was sure there was a pot of gold at the end of the rainbow. At some
point in the journey, you may receive some data to indicate that it is actually impossible for you to
complete these tasks, and you should go do something else – at that point you can switch to a new task and then have faith at the new task.

Of course, you cannot live by faith alone. You need a regular routine that brings wins, and faith only steps in when that routine is disrupted for a (hopefully) short period. If you sit on your ass with no plan and routine and just expect God or the universe to bring you what you want, you will be stuck in the pit of negative emotion. At the same time, you cannot be such a junkie for wins that you feel antsy and unhappy if you go a week without being able to work or go to the gym. Ultimately your goal is to get to the point where you feel like you can go get wins whenever you want, so even if you are not getting wins right now, you don’t feel terrible.

Disruption often requires you to re-adjust your goals. For example, you may realize that the goal you were chasing was stupid, impossible, or replaced with a better option. This type of re-adjustment is often painful because you must destroy your internal map which showed a clear path to the goal and replace it with a new map that is often uncertain and induces anxiety. For example, many engineers often fall into depression when their skills become obsolete and they need to learn a new skill, programming language, etc… Their “clear path” to money and career stability is gone and replaced with a new, uncertain, treacherous path. When this happens, you need to go back to basics: have faith that you will achieve the big goal and break it down into smaller wins.

Eliminate Threats and Uncertainty

To ensure that your routine reliably produces wins you need to minimize the threats, uncertainty, and chaos from your life. You eventually need to confront uncertainty and threats (in fact, it is good for you), but you should do so consciously, voluntarily, and with a plan. Confronting chaos with a plan is thrilling and fun, but confronting chaos without a plan creates anxiety. People with anxiety disorder often feel like they are being overwhelmed by threats from all sides so they cannot individually formulate a plan and respond to each one. Your goal should be to reduce chaos so that you have the time, focus, and attention to confront them voluntarily.

A “threat” is anything that your subconscious mind feels will block the path to its purposes. Threats become even more anxiety-inducing when they are mixed with uncertainty. Examples of threads are shitty friends or family members, health problems, an unpredictable work schedule, and other expected or unexpected emergencies. If you have a boss that arbitrarily acts shitty towards you, your subconscious mind will register that as a threat— and a particularly scary one because it is also a threat that springs from the unknown and affects your path to financial stability. Similarly, if your girlfriend randomly yells at you based on her mood that day, her attacks will be interpreted as a threat by your subconscious mind. To reduce the chaos in your life you must eliminate shitty people and any situation or person that creates a threatening and uncertain situation for you. The threats you confront on a daily basis should be of your own choosing.

The biggest threats to your routine are often your own addictions and issues. Many people cannot stick to a plan or routine because of their own impulses: their addictions distract them from their routine and their addictions create problems that distract them from their routine. If your routine requires you to wake up on Saturday morning to work out, but your addictions cause you to stay up late every Friday night and get drunk, you will not be able to perform your routine.

There are two ways to defeat addictions: starve them or replace them with something better. In both cases, your best approach is to create a routine that will fill up your time and emotions with a stream of wins because when your routine breaks down and you feel negative emotion, your subconscious
brain will seek pleasure the easiest way it knows: your addictions. If you cannot easily kill an
addiction, you should incorporate your addictions into your routine until it becomes weaker and
weaker. For example, if you can’t help but get drunk every Friday night, create a schedule with time
for getting drunk but time for wins at other times. By incorporating your addictions into your routine,
they feel less like chaos and more of a problem that you can manage.

An important way to reduce threat and uncertainty is to try to articulate the threats, uncertainty, and
negative emotions in your life into words. When you actually articulate your problems in words they
often get smaller – instead of just feeling like an impending sense of doom, they are now a specific
problem that you can make a plan to eliminate. Articulating your problems in words also makes you
feel less shamed about having depression and anxiety. Oftentimes when we are overwhelmed with
negative emotion, we feel like there is something “wrong” with us, but we cannot figure out what is
causing these feelings. Once you do figure out what is causing these feelings you feel less shame.

**Reducing Negative Emotions**

When you run into threat, uncertainty, failure, or other disruptions to your map, you often feel a rush
of negative emotion that comes with anxiety. For these situations, you need a method by which to
flush out those negative emotions. I do something I call “getting to zero.” Getting to zero involves
completely emptying your thoughts and emotions of everything, taking your mind off of all your
goals and problems, and disconnecting your “identity” from everything external to you. So long as
you identify “yourself” with your external appearance, your possessions, your accomplishments, your
feelings, and other’s acceptance of you, you will always have some reason to feel uneasy and
unhappy. Getting to zero requires you to identify “yourself” with some kind of transcendental
substance, like a soul, that has no connection to anything material. Once you are back to seeing
yourself as a soul, you can imagine that the soul has access to everything it needs.

You cannot stay at “zero” for long. In your daily life you eventually need to do and think about
things, and deal with the emotions those things bring. But it is important to occasionally emotionally
leave your daily grind and “reset” your emotions. After you get to zero, you can get back to pursuing
your purposes with excitement and positive emotion. One way to visualize getting to zero is that you
are taking your internal map, washing all the gunk and goo that has accumulated on it, putting it back,
and get moving again with better speed and less bumps in the road.

There are different ways to get to zero, including meditation, prayer, exercise, breathing practices,
massages, or some type of leisure activity. To completely empty your thoughts and emotions, it often
helps to focus all your thoughts and emotions on a very specific thing, like a chant, a mantra, or an
activity that occupies all of your thoughts and emotions.

You can also reset your negative emotions by engaging in pleasurable activities that get your
dopamine going again. like sex, video games, socializing, or just relaxing and watching a movie.

**Receiving Acceptance**

To prevent depression, you need a good group of friends that will accept you as part of their “tribe.”
Acceptance is a human need, just like eating and sex. Your friends are especially important when you
run into adversity in your life and feel rejected, because they serve as your psychological safety net
because they can make you feel accepted again. The feeling of rejection often makes you feel
worthless, and the way to defeat that emotion is by having people in your life that make you feel
valuable.

Ideally, your tribe will have the following characteristics: 1) the members of the tribe will treat you
fairly, and by this I mean that they will reward you with acceptance in return for your contributions and not arbitrarily reject you for reasons you do not understand, 2) they will accept you relatively unconditionally such that you do not need meet stupid or arbitrary conditions for acceptance, and 4) you generally share the same beliefs, values, and purposes with the members of the tribe.

Your ideal tribe will comprise high-status people you respect and whose acceptance is meaningful to you. If you feel like your friends are low in the dominance hierarchy, their “acceptance” will not make you feel better. But it is more important that the tribe accept you without stupid conditions. If your friends are unreliable, cold, shitty, and make you feel like you need to walk on eggshells to remain part of the group, being around them is bad for your mental health. I would prefer you to have a bunch of solid lower-ranked friends rather than rich, cool, popular friends who don’t give a shit about you.

Many people feel depression because they either have no tribe or because they have chosen the wrong tribe to seek acceptance from. Many people seek acceptance from shitty, unstable, superficial people and then feel depressed when those same people reject them and make them feel like shit. If you hang out with scammers, drug addicts, narcissists, and party people, you may have a bit of fun, but your interactions with them may cause your mental health to suffer, especially if they pretend to be your friend and then stab you in the back. Groups that base acceptance on appearance, money, popularity, or other stupid reasons are especially disastrous for your mental health because things like money and appearance are temporary, so you will feel constantly insecure that you may get rejected. There is nothing wrong with maintaining a diverse group of friends, but you need to stable core of people you can count on to be there through the general adversity of life.

To have a good set of friends, you need to be a good friend as well. You must make an effort to make and keep friendships, and you should always try to bring value to your friends rather than just extracting value. If you are busy with work or school or other stuff, you still need to make time in your schedule to reach out to your friends and spend time with them. In the modern world people are so busy and individualistic that they often just “forget” to make friends, not realizing that having friends is an important psychological need. If you have a friend you have not spoken to for a year, that feeling of acceptance they provide will wane.

Part of the challenge of maintaining friendship is accepting that the “ideal” friendship does not exist and you need to make compromises: you may need to hang out with people who think differently than you, have different values than you, have different interests than you, etc… In the modern world, as people become more individualistic, they become less tolerant of hanging out with people who are different. I think many friendships and relationships are failing because people have unrealistic expectations for what their friends and partners should be, and they just go off on their own when their friends fail to stack up.

**Beliefs and Thoughts**

The negative emotions generated by depression and anxiety often manifest themselves as thoughts in a process called confabulation. Confabulation is dangerous because it causes you to think you are having “rational” thoughts when your thoughts are actually justifications for your emotions. For example, if a guy gets dumped by his girlfriend he will feel “rejected” by the tribe, and that feeling of rejection may manifest itself in thoughts like “nobody likes me” or “I am worthless” or “I will never find another girl again,” etc… Similarly, if you fail at some goal you were pursuing that feeling may manifest itself as thoughts like “I will never succeed at this thing” or “I am will always fail at
everything, etc. The feelings of pain from failure and rejection are real, but the thoughts generated by the feeling are often exaggerated and irrational and create a feedback loop where the negative thoughts strengthen the negative emotion, which in turn strengthens the negative thoughts, and so forth.

To improve your mental health, you can try to individually tackle these thoughts and replace them with positive ones, so for example, if your subconscious mind generates the thought “I will never find another girl again” you can think to yourself “actually, there are plenty of fish in the sea, and I will find another girl.” But individually attacking each thought is difficult when you are feeling overwhelmed with negative emotion because your subconscious mind can often pump out negative thoughts quicker than you can respond to them.

These negative emotion-thought bundles layer on top of each other, and it often takes years to “clean” your subconscious of these negative emotion-thought bundles. Essentially, you need to unbundle each emotion-thought bundle, fix the emotion, and counteract the thought with its positive counterpart. This layering makes depression and anxiety difficult for people to undo. Sometimes people without depression condescendingly say to people with depression “stop being weak” or “snap out of it,” not realizing that people with depression are often attacked by a litany of negative thoughts and emotions almost every time they do anything. Worse yet, their conscious mind often fails to realize that these negative thoughts are confabulations of its subconscious mind, so it thinks that the thoughts are “real.” For example, if you sucked at sports when you were a kid your subconscious mind may create the thought-emotion bundle of “I will never be good at sports” and actually believe it to be true. Twenty years later, when that person is trying to lose weight, they will find exercising to be difficult because of the thought-emotion bundle in their subconscious asserting they are bad at sports.

The best way to clean your subconscious mind of these negative thought-emotion bundles is to engage in activities that generates positive emotion, and then reassess your negative thoughts when feeling those positive emotions. It is just too hard to generate positive thoughts when you are overwhelmed with negative emotions. To change emotions you need action; thinking usually does not work by itself. Your actions affect your emotions, which in turn affect your thoughts.

Your negative thoughts often have some basis, so your positive thoughts should have some basis as well. For example, if you sucked at sports when you were a kid, your subconscious mind will have at least some reason to believe that you will suck at sports forever – it has at least one data point indicating that you will always suck at sports. But it may have zero data points that indicate you might become good at sports one day, so you need to feed your subconscious mind some kind of data indicating that you will become good at sports one day. Positive thoughts “work” if there is some real world referent that your subconscious mind can be persuaded by. This basis can be evidence from yourself or evidence from others. For example, if you see some other person who sucked at sports when they were a kid but get good at sports, your subconscious mind may think “oh I guess it is possible for me too.” Similarly, if you failed at something but later succeeded at that thing, the next time you fail your subconscious mind is less likely to think you will be a failure forever.

Sometimes, however, there is no evidence available to justify your positive thought. For example, if you live in a society where everybody who sucks at sports when they were a kid never gets better at sports, your subconscious mind will have no access to any information that would indicate that you might be the exception. When there is no readily-available concrete evidence to base your positive thoughts on, you may need to use faith or some type of supernatural belief system. I am not here to
tell you exactly what to believe, but ultimately your belief must be of the following form: “even though I feel rejected and like I will always fail, I know I will be accepted and succeed, JUST BECAUSE.”

That “just because” can come from many sources: you can believe in God, the universe, or other magic ideas – whatever gives you the emotional strength to feel like you can get back to the process of getting wins. It often requires a long process of reflection, prayer, meditation, practice, and experience to convince your subconscious mind that the universe loves you and accepts you and that generally “everything will be alright.” But ultimately, you need to feel like everything is all right because there is no alternative. You cannot live your life in constant paranoia and fear of rejection. Even if you think these beliefs are stupid from a rational point of view, you need them from an emotional point of view.

The purpose of these beliefs is not to delude yourself into believing lies that will cause you to make stupid decisions. Instead, the purpose is to counteract your irrationally negative thoughts with irrationally positive ones. The problem is that when your subconscious is mired in negative thinking, it often makes negative assumptions about the unknown and the future, when in reality the unknown has an equal probability of being positive or negative. Instead of automatically assuming the worst in every situation where you don’t have adequate data, you should assume the best, and then only accept the worst when you receive concrete data that indicates that the negative is true.

Certain other beliefs help you maintain mental health. For example, you should believe that the world is governed by relatively stable rational rules that apply to everybody equally. If you feel like reality is governed by feelings, or magic, or chaos, or the whims of an evil or unfair God, you are more likely to feel helpless when things go wrong. Everybody’s map shatters at some point – the challenge is to have the emotional strength to work to put your map back together again after it happens. It may sound obvious to say that reality is governed by rational rules, but it not empirically obvious that the world is governed by impartial rational rules, and it appears that humans evolved to feel like events are caused by emotions, magic, Gods, the alpha male, etc…

**Everything is all right**

You should also believe that everything will be “all right.” Life will always present you challenges, failures, and heartbreak but you must believe that 1) there is eventually a path to success, no matter what position you are in, 2) life will only present you challenges that you can overcome, and 3) you only need to focus on one challenge at a time.

Of course, there is no rational reason to believe that things will be “all right” for you or anybody else. But you need to believe it anyway. At any moment the world can and will present you with a litany of challenges, and the only way to retain your sanity is to believe that everything will be all right, even if the data seems to indicate that everything will not be all right. At the same time, you should also realize that you have no rational reason to believe that things will NOT be all right. You have no idea what the future will hold, so it is irrational to just assume a negative outcome. Unfortunately, depression and anxiety cause your emotions to assume a negative outcome, so you must counteract those emotional assumptions with positivity.

You have no choice but to assume that everything will be all right. No matter how shitty your life is, your conscious mind has limited attention so you can only really do one thing at a time, so you need to be able to focus all of your thoughts and emotions on the thing in front of you rather than thinking about all the other stuff that can and is going wrong. Once you have done that thing, then you do the
next thing. And so forth. This is called “living in the moment.” “Living in the moment” does not mean that you should act like the future does not exist – it means that you should assume that the future will be “all right” (whatever that means), so you can focus on what you need to do right now. As we discussed earlier, to defeat anxiety you must have a plan, so to live in the moment you must have a plan for the future so you can stop worrying about the future right now and live in the moment.

To believe that everything will be “all right,” you may need to readjust your beliefs, values, and purposes. For example, if your dream was to play in the NBA, and for some reason that becomes impossible, you need to believe that life will be “all right” if you do not play in the NBA. If you have convinced yourself that the only way you can be happy is by playing in the NBA, and playing in the NBA becomes impossible for you, then by definition you will never be happy. This may sound like a difficult mindset to adopt, especially when the challenge is something weighty like the death of a loved one, serious illness, or a massive failure of your dreams, but you will be amazed at how flexible and malleable the human psyche is, especially after a shattering of its internal map. Many people live miserable lives because they are convinced that to be happy they need money, fame, certain accomplishments, approval from certain people, or some other thing that they will never actually get. Being able to shift your beliefs, values, and purposes is one of the biggest things you can do to counteract anxiety and depression.

I don’t know what I can do to make you think everything will be all right, but you need to figure out some belief or set of beliefs that creates peace within you. For many people, this peace comes from believing in God. Even though there is no concrete, immediate evidence for God, the belief in God makes them feel accepted into the cosmic tribe and that the alpha male of this tribe will keep them safe. They also believe that God has a “plan” for them and the world in general, which reduces their anxiety and allows them to live in the moment. Whether or not this is true is not important – the psychological effect of this belief is what is important.

Tunnel Vision

Individuals experiencing depression and anxiety often experience a type of tunnel vision where they can only think about and focus on negative thoughts. The human mind is productive and efficient because it can concentrate an incredible amount of focus on things it finds emotionally salient. This ability also causes to concentrate a disproportionate amount of thoughts and emotions on our depression and anxiety so when we are in the grip of negative emotion we form a counterproductive tunnel vision which causes us to only focus on the bad things. For these situations you need beliefs and exercises that can broaden your vision and not lose sight of the positives in your life.

This is not to say that you should become a Pollyanna and simply ignore negative events and feelings. Instead, you need to put them into their proper context alongside positive events and feelings. Your tunnel vision makes you more likely to overly focus on the negative, so you need to balance it out.
How to Be Disciplined

January 6, 2021 | by Woujo | Link | Original Link

The essential difference between successful and unsuccessful people is that successful people can muster up the discipline to pursue long term projects and unsuccessful people cannot. Unsuccessful people kind of float through life jumping from thing to thing, never committing to any one project, constantly getting distracted, changing their mind, and making excuses as to why they didn’t follow through.

Unfortunately, like most animals, humans did not evolve to pursue long term goals. We evolved to seek short-term prizes, which is why we prefer to jack off or play video games instead of building a skill that only pays off after months or years. Lions in the savannah hunt the first zebra they see; they do not make five year plans to build sustainable zebra farms so they will zebras to eat in retirement. For this reason, most people only remain focused and disciplined on long-term projects if somebody is forcing them: a parent, a teacher, a boss, a coach, etc… Very few people have the self discipline to stick to a long term project without outside pressure, but people who do commit to such long term projects are disproportionately successful. Pretty much anything that brings money, status, or anything else valuable requires success at a long-term project. Anybody can watch a YouTube video and get excited to start lifting, start a business, or learn some skill, but the challenge is to gut it out through the daily grind.

To be disciplined, you must view your subconscious mind like a three year old child that you must bribe, trick, and scare into remaining focused and working hard. Your subconscious mind evolved to only feel motivated to pursue a goal if it sees a clear path to the goal with no uncertainty and no obstacles on the way. Therefore, you must have a plan that convinces your inner three old that if it works hard it will get prizes, and quickly.

My steps to building discipline:

1- Have a huge goal

Being "pretty good" at weightlifting is not enough of a goal to motivate yourself. You need to want to be Arnold Schwarzenegger. You will probably never be Schwarzenegger, Michael Jordan, or Bill Gates, but the only way to motivate yourself to work your ass off is by shooting for the moon. Humans did not evolve to be motivated to do something "pretty important" - we evolved to be motivated to do THE MOST IMPORTANT THING. And the only way you can feel like the thing you are doing is the MOST IMPORTANT THING is by setting for yourself a gigantic goal. Your goal should preferably be one that brings some benefit to you and others, and raises your esteem in the eyes of people who matter.

Having a huge goal also means setting high standards for yourself. Do everything like you were training for the world championship (within reason).

2- Believe you can achieve that huge goal

This is the hard part. It basically takes delusion, spirituality, and magical thinking because there is no logical reason to believe you can become Michael Jordan or Bill Gates, so you need to tell yourself some story that you believe as to why you can achieve it. It helps if you have achieved big goals in the past, or seen others in your family/friends/close circle achieve them, but otherwise you need to generate that feeling on your own. In the 60s a psychic told Eddie Murphy’s grandmother that
somebody in her family would be world famous so everybody in the Murphy family took dancing classes because they thought the psychic might be right. I can’t prove it, but I would bet $100 that this magical belief that he was destined for greatness probably influenced Eddie Murphy on his path to success. When other people ran into obstacles or challenges

3- Have a definite, clear routine that gives you little wins

If you say to your inner three year old "if you work hard in five years you will look like Arnold Schwarzenegger" the kid will tell you to fuck off. You need to reward yourself with little wins that add up to bigger wins that eventually add up to your huge goal. Saying “we are going to lift weights and get buff” is too much uncertainty to your subconscious mind, but if you say “we are going to lift 3 times a week and make steady gains” your inner three old will get excited.

4- Cut out the bullshit

Cut out all distractions, negative people, temptations, and other obstacles to achieving the goal. You need to keep all your focus on the goal and you can't do that with bullshit in your life.

5- Scare yourself

Having wins is great, but it is a fact about human nature that we are more motivated by fear of bad things happening than the prospect of good things happening. In other words, fear is more powerful than hope so you need to "scare" yourself into working when you are not motivated by the prospect of wins. It is hard to scare yourself because you know you will not actually punish yourself if you do not stack up, but you can tell yourself "if I do not achieve X thing by Y date have failed and I will feel shitty if I fail." That is all the fear you need. When you are doing something shitty and unpleasant that will take a while and there are no wins in sight, fear is your only motivator.

6- Transcend yourself

The only way you can tough out doing shitty, unpleasant things is my removing your "self" from your emotions. This one is kind of hard to explain, but think of it like this: mopping a McDonald's floor is miserable, but if you were listening to a good podcast you would be able to do it no problem because your emotions are fixated on something more fun and engaging than the actual mopping. Now imagine you could transcend yourself like this for every shitty thing: when lifting, instead of thinking about how much it sucks to lift weight, think about some higher goal or thought or idea that transcends the emotions of lifting weight in that moment.
How to not be a "Nice Guy"

February 10, 2021 | by Woujo | Link | Original Link

TLDR: Don’t do anything for a woman until she does something of equal or greater value for you first.

To not be a “nice guy,” you must understand the difference between genuine niceness and “nice guy” niceness. Genuine niceness is when you do things for a person out of gratitude because they did something to deserve it. “Nice guy” niceness is when you do things for a person they do not deserve because you want something from them. “Nice guy” niceness is dishonest, unfair, emotional, and manipulative. Women love genuine niceness, they hate nice guy niceness.

It is hard to not be a nice guy. Humans evolved a powerful urge to engage in reciprocal transactions with people they care about. When we like somebody, we naturally want to do things for them, and then we want them to do things for us in return. The problem is that women take longer to emotionally invest than men do, so men often end up doing things for women that don’t give a fuck about them yet. To make matters worse, the more we do something for somebody, the more we emotionally invest in them because we expect them to do things for us in return. And when they don’t pay us back for our niceness, we get angry at them and our self-esteem takes a hit because we feel like we got played.

Only Do Things When She Deserves It

The key to being genuinely nice is to only do things for her after she has done something to deserve it. This rule goes for anything you do for her: complimenting her, paying her attention, texting her, waiting on her, running an errand for her, etc… If she has not brought you a drink yet, do not buy her a drink first. If you are texting her long messages, and she is responding with short, unenthusiastic replies, stop texting her. If you are making the conversation fun and interesting, and she is disinterested and looking around, stop talking to her. Your time, attention, and energy are valuable, and she is only entitled to those things if she has done something to deserve it.

Sometimes women deserve things just for being a human being. You should extend some courtesies to everybody, whether or not you had romantic interest in them. For example, if you walk into a party you should introduce yourself to everybody there just because, as a human being, they are entitled to the dignity and honor of being acknowledged. But after you acknowledge them, you have no obligation to engage in a long conversation with them unless they are being interesting and fun and showing interest in you. But beware - the class of favors that women are entitled to just because they exist is tiny – almost any effort you put in for a woman must be justified by something she has done for you.

Just being hot does not mean the woman deserves much from you. If a woman put a bunch of time and effort into her makeup or outfit, it is appropriate to compliment her on those things, but that is all she deserves. Anything further requires additional work from her. So for example, if I see a beautiful woman at a bar I might go up to her and say “you look amazing, I love your hair/outfit/whatever, but is your personality as attractive as your looks?” This now puts the onus on her to do something to demonstrate that she is entitled to more of my attention. If she doesn’t, then I walk away. And sometimes women don’t want my attention – and that’s fine too, but that’s even more reason to wait until a woman asks for it before you give it.
On the flipside, when a woman does things for her, you should reciprocate. If a woman keeps doing things for you and you keep ignoring her or brushing her off she will move on and find a guy who gives a shit about her. Women want to feel accepted, and they gain this feeling of acceptance by doing things for people, which is why you doing things for her she does not deserve does not make her feel accepted. But be careful - you must only pay her back in proportion to what she deserves. If a woman does something small for you and you do something huge in return, she will go back to seeing you as a goob.

**Have Boundaries and Learn to Say “No”**

To be attractive, a man must pursue an attractive mission, which means he needs boundaries. If a man has no boundaries, any schlub can distract him from mission. For example, if you are training for the Olympics and a woman asks you to come party with her all night and eat dinner at McDonald’s the night before your gold metal match, you would say “no” because your mission is valuable and you cannot sacrifice it just because some woman wants to party. You must always protect your time and attention as if you had the most important mission in the world. Even if you work at McDonald’s, you must protect your boundaries as if you were training for the Olympics. Even if your mission is not particularly exciting or important, the woman must FEEL like it is.

Your mission(s) encompass your entire life, so your career, hobbies, and your fun are all your mission. If you work all week and then go out on a Friday night to party and a woman expects you to take care of her because she got too drunk or is being dramatic, then she is violating your boundaries because she is interfering with your ability to pursue your mission of having fun after a long week of work. Women should be a net positive to your emotional experience, so you can only do things that detract from your mission only if she has already made up for it by doings for you that help your mission. For example, if a woman who has never done anything for you has a flat tire, you have no obligation to go out and fix her flat tire. But if that woman has given you lots of rides in her car, and she gets a flat tire, you should help her fix her flat tire. Even though fixing her flat tire sucks, you still have derived more fun from her than you lost in changing her tire.

This is harder than it sounds. Women have a powerful urge to “test” men by asking for more than they deserve because they want to see how strong the man’s boundaries are. The stronger his boundaries, the more fun his emotional experience is and the more successful he is likely to be in pursuing his mission. This means that on a weird, deep subconscious level women WANT you to say no when they try to violate your boundaries. Again, if a woman can get a guy to do whatever she wants she will subconsciously feel like his life and mission are not that important or fun.

**Stop Seeing Women as Damsels in Distress**

A lot of men are “nice guys” because social conditioning has caused to deeply internalize the idea and feeling that women are somehow weak and “need” men to do things for them. This is horseshit. Women are not weak. Women can do anything men can do. They don’t need you to buy them a drink, or fix their car, or be their emotional tampon, or any of that shit. Women are physically weaker than men and they have different emotional needs than men, but neither of those things mean that they need you to do undeserved favors for them.

Alternatively, many men have been taught that it is “chivalrous” to do a bunch of shit for women they do not deserve. Again, this is horseshit. There is no unwritten law in the Bible or nature that says that men should do things for women they do not deserve. There is no rule that says you need to entertain a woman, buy her things, or kiss her ass to make her like you. In fact, if a woman only likes you after
you do that shit, that means she probably doesn’t really like you.

If anything, the idea of chivalry came about because women are overly self-sacrificing for men. When a woman likes a man, she often feels a powerful urge to go out of her way to do things for the man he does not deserve, and if somebody does not stop her she can ruin her whole life for a man who does not give a shit about her. The idea of chivalry is a social construction designed to “force” women to only be with men who reciprocate their affection. Women were taught to not pursue men who were not chivalrous because a man who does not reciprocate her favors did not give a fuck about her.

Why Not Be a Nice Guy?

Sometimes guys ask me “what is so bad about being nice to women? I enjoy doing things for women, why can’t I just do what I enjoy?” The answer is 1) being a nice guy is bad for your mental health and self-esteem and 2) it doesn’t make women like you.

Here is why: humans evolved to view social groups as hierarchies with each person in the group having a rank which determines their status. The higher your status in the group, the less likely you will be rejected from the group and the more likely you will be able to share in the resources of the group. People who view themselves as lower-status evolved to seek acceptance from the group by doing things for the high-status people. Therefore, in any relationship the person that does things for the other person FIRST will be subconsciously categorized as low-status by their own subconscious mind and the subconscious mind of the person they are trying to impress. In other words, the more you act like a “nice guy” the more you are training your subconscious mind to feel like it is inferior and needs to do things for others for their attention and validation.

Women are not attracted to men who do things for them they do not deserve because they subconsciously categorize those men as “beneath” them. And women do not want men who are beneath them – they want men who are above them. Women want to do things for a man they are attracted to FIRST. Women want the challenge of gaining acceptance from a high status man, not the burden of accepting a lower-status man who has been begging for acceptance.

This is why we emotionally invest in somebody after we do something for them. When we do something for somebody first, our mind subconsciously categorizes that person as “above” us and feels like we need their validation to be “accepted.” And if they do not accept us, we feel angry, betrayed, and rejected because our subconscious mind feels like the “tribe” has rejected our offerings. For example, if you buy a woman a drink at a bar and she just takes the drink and walks away from you, you will be extremely angry even though she technically does not owe you anything. By buying her a drink you (slightly) emotionally invested in her and now you are angry that she is not paying you back.

Because humans evolved to view relationships as reciprocal transactions, women are actually turned off and even scared by guys who do things for them, because they subconsciously know that the guy is only doing that thing because he wants something. When a man does something for a woman she does not deserve, she feels like she owes a debt to the man and he is bound to come to collect at some point. For this reason, the moment you do something for a woman she does not deserve she often will take the thing and then leave because she does not want to be around when you come to collect. I have seen many women show interest in a man and then suddenly run away after he buys them a drink. The act of buying her a drink put her in debt, and women do not like the feeling of pressure that comes along with that debt.
If you are ever wondering if you are being a nice guy, ask yourself this: “Why am I doing this? Am I doing this because she did something to deserve it, or because I want something from her?” If you are doing something for her, ask yourself “if I bought her this drink and she immediately left me and went and fucked some other guy, would I be upset?” If the answer is “yes” you are being a “nice guy” because you are not doing the thing for her out of gratitude but because you want something from her. You can also ask yourself “would this woman ever do this for me?” Or you can ask “Would I be doing this if she wasn’t a hot woman”?

The rules for not being a nice guy are conceptually simple: don’t do things she does not deserve. The challenge is controlling your emotions when you feel that powerful urge to do shit she does not deserve.
I have been coaching guys in this area for about 4 years, and I have noticed that guys that don’t get laid share several very common traits. Here they are. If you share these traits, cut it out.

They have unrealistic expectations of women

A lot of guys without a lot of experience with women often hold unrealistic views about women. They basically are not interested in any woman unless she is a beautiful virgin who looks perfect and has never done anything wrong. Oh, and she isn’t supposed to care at all about height, money, looks, or confidence. Sorry, but that just doesn’t exist. Every woman you meet has probably already fucked a few guys, and some of those guys were probably douchebags. Every woman has faults, weaknesses, and has done or said something unattractive at some point. If you are waiting until you find the perfect woman, you will be waiting forever.

A lot of guys have unrealistic expectations of women because they believe society’s lies about women. I can’t tell you how many guys I have seen that hate “whores” but these same guys will fuck anybody with a pulse. A lot of guys also fail with women because they believe that women are the same creatures they see in movies and TV shows – which is not true at all. Women want dominant, confident guys that stimulate their emotions – they don’t want the nice guy dork who buys them flowers and sings songs outside their balcony. The quicker you accept reality the more you will succeed with women.

They make false generalizations and assumptions about women

“Women just care about money” “women in this bar are stuck up bitches” “hot women are crazy,” etc… The more generalizations like this you make, the more I know you haven’t interacted with a lot of women because there are tons of women that don’t care about money, tons of hot women that aren’t crazy, etc… I even heard a guy once say “women on the East Coast are bitches.” The guy generalized all the women in the entire fucking East Coast of the United States of America!

As I said in the last section, there are a few facts about human nature that you need to accept, but outside those core facts women are extremely diverse. There are cool women, smart women, dumb women, crazy women, boring women, fun women, etc… And surprisingly, you can’t tell who is who just by their appearance. There are brilliant, interesting women that look like porn stars, there are crazy sex freaks that look very innocent, etc…

Generalizing and making assumptions is lazy thinking. It’s your lizard brain saying ‘this whole woman thing is too complicated; let me just make a simplistic generalization so I don’t have to think anymore.” It’s the same thinking that racists and bigots use. Just because one hot woman you met was a certain way doesn’t mean they will all be. Knock it off.

They are needy

Been ghosted recently? Had a girl lose interest? I obviously don’t know for sure why that happened to you, but it is most likely that you were acting needy. Neediness is the most unattractive thing to women because it implies that you don’t have a lot of options. It also puts pressure on her to perform. Who wants to be with a lonely, desperate guy whose only happiness is you?

Neediness is caused by scarcity and scarcity is caused by a low self-image of yourself. A needy person subconsciously thinks “women don’t find me attractive, so I don’t have a lot of options, so if...
the cashier at McDonald’s smiles at me I need to get her number because that’s my only shot at getting laid this calendar year.”

Neediness, scarcity, and rejection create a vicious cycle for a lot of guys. They get rejected, so they feel scarcity, so they feel needy, which causes them to act in unattractive ways, which causes them to get rejected, etc…

**They get emotionally invested too quickly**

It’s a fact of human nature that men get emotionally invested much more quickly than women. Men are primarily visual, which means that if a woman looks good he can quickly become emotionally invested. Women are more complicated and are looking for a partner who is reliable over a long term, so they need some time to determine whether they are attracted. Men almost always immediately decide “yes” or “no” when they meet a woman, a woman is always “maybe” until she has spent some time with you.

Because men get emotionally invested so quickly, they often act needy or overly aggressive. They do crazy shit like take her to a 5 star restaurant on the first date or proclaim their love for her after talking for 20 minutes. They can’t understand that the woman simply does not feel the same – yet.

**They are selfish**

When you see guys that suck with women in conversation, you quickly notice that they are selfish. They just want to talk about themselves or whatever shit is interesting to them whether or not the other person gives a fuck. As you can imagine, that’s extremely unattractive. Selfishness is also related to neediness – it’s like saying “I’m going to talk your ear off about some shit you don’t give a fuck about because I can’t find anybody else that will talk to me about this stuff.” Selfishness also shows that you need validation. If your conversation is all about how awesome you are, you are subconsciously indicating that you are begging her to agree that you are awesome.

People that are good in conversations are selfless. They let the other person talk about what the other person wants to talk about. Of course, ideally, you will find a subject that BOTH parties are interested in, but you never monopolize the conversation and make it all about yourself. If you ask women what the biggest mistake men on dates make is, they always say something like “he talked about himself the whole time” or “he talked about a bunch of boring shit” or “he bragged and acted douchey.”

Being selfish is tied to having unrealistic expectations of women. Men who suck at women have this unrealistic vision that women will share all of their interests, will agree with all of their opinions, and will sit there and be a shoulder to cry on while they vent about whatever they want to rant about. Sorry, bro, no woman will want to do that.

**They do things for women that women don’t deserve.**

Simply put, being a “nice” guy means that you do things for women that don’t deserve those things, secretly hoping that she will pay you back with sex. That’s not being “nice,” that’s being manipulative. Ask yourself this: “if I bought this girl a drink right now and she immediately walked away and talked to another guy, would I be mad?” If the answer is “yes” then you are buying the drink for the wrong reason.

The rule should be this: you only do something for a woman only if she has already done an equivalent thing for you. This goes for everything: doing her favors, buying her stuff, texting her, even giving her attention. Your time, energy, and attention is important, and you must show that to
women. If a woman thinks she can steal your time, energy, or attention whenever she wants by doing nothing then she will not feel like you are a solid guy with boundaries.

They feel like they need to entertain women

Women are not attracted to clowns or men who think their job is to entertain them. Women are attracted to men who entertain THEMSELVES. They want a man who is enjoying a fun emotional experience, so they can vicariously experience his emotional experience through him.

Whenever you go to a club or a bar, you will see tons of guys dancing and having conversations not because they enjoy it, but because they are trying to get laid. Guess what – women can tell you are just doing that shit to impress them! And they lose interest!!

They obsess over their one weakness

Tons of guys think women will never find them attractive because of one particular weakness: they are poor, they are short, they are bald, etc… And the reality is that these things often do make you less attractive to some women. But fortunately, women look at a lot of different factors when determining what men they are interested in, so if you suck at one of these factors you can make up for it elsewhere. Tom Cruise is short, Vin Diesel is bald, tons of poor guys get laid, etc… A lot of men make the mistake of thinking that women only care about looks because men only care about looks. Wrong! Women are different than men.

They are closed minded.

Women are looking for open-minded, non-judgmental guys. If a woman tells you that she is bisexual, or that she used to strip, or that she is the opposite political party/religion/whatever as you, and you do or say something shitty and judgmental, she will lose attraction. Period. Women are naturally more compassionate and emotional than men,

They overthink and mentally masturbate

My biggest obstacle in coaching guys is preventing mental masturbation. These guys are intelligent and want to solve the problem by thinking, but you can’t solve every problem by thinking. Sometimes you need to just do. Sometimes the more you read PUA articles, the more frozen with anxiety you get. Just go out and do!

Another aspect of overthinking is trying to rationally analyze every single thing you do in the field. I’m sorry, but it is too much information for any person to remember. To succeed with women you need to act naturally, not like you are reading from a script.

Their ego won’t let them improve

A lot of guys can make a few small improvements to get much better with women, but they refuse to do so because of their ego. They don’t want to change the way they dress, their hair, their openers, etc…

It’s a fact about human nature that mens’ self-esteem is naturally tied to how much women like them, so no man wants to admit that he sucks with girls or that he can improve. I basically have given up on giving guys advice on women unless they ask for it, because most guys don’t want to hear anything that indicates that they may have been doing it wrong before.

They are negative

One thing you will learn about gaming is that women absolutely hate negative guys, especially when they first meet them. Women want confidence, and confidence is just positivity but directed to
everything. You don’t have the right to unload your negativity on women until you have a deep relationship with her.

Sometimes I see guys post hateful and negative shit on this subreddit, and then I click on their post history and I see that it is all negativity. If you are stuck in that mindset, you need to get out of it.

**They hate women**

This is the number one trait I see in men that suck with women. And look, I get it. Women are often emotional, shitty, impulsive, rude, stupid, and vindictive. They often lie, reject you in shitty ways, humiliate you, etc… But guess what – these aren’t traits of “women” – these are traits of “people” – men do this shit too. And you can’t project the behavior of one woman or a bunch of woman onto all women. To succeed with women, you need to form an emotional connection with them, and you simply cannot form an emotional connection with somebody you hate because you inevitably do something that shows that you hate them.

The main reason men hate women is because they have been tricked by society into thinking that women are a certain way, and when they see women acting contrary to this idealized image they get angry. But the fault is not with women – women are just being women – the fault is with yourself for holding a false view of what women are. Just like you don’t get mad at a 2 year-old for acting like a 2-year old, you shouldn’t get mad at a woman for acting like a woman.

An important skill in game is empathy. If you can understand and acknowledge what women are feeling, what kind of bullshit they have to deal with, and what they do and do not like, you will connect with them much better than if you just say “there goes those crazy women again.”
Here are the biggest mistakes men make on dates. I base this on what men and women have told me, what I have seen myself, and what I have done.

**Not taking the lead.** The biggest mistake men make on dates and in relationships in general is not taking the lead. You need to pick a place, a time, and a plan, and then verbalize the plan at appropriate times. When you ask her out, you should have a time and a place in her place: “Hey are you free to grab a drink at Jimmy’s at 9 PM on Tuesday?” Once you are on the date, you then lay out the plan step by step, by saying stuff like “I know a really cool bar right around the corner of here, let’s go there after this drink. If it sucks, we’ll go to a different bar. How does that sound?” If she thinks your plan sucks, she will tell you. You also need to lead the conversation. Plans dissolve her anxiety and let her rational mind go to sleep and allow her emotions to run wild.

You also need to set the frame. Frame is complicated, but it basically means you must bring her into your reality, where your morality, truth, and emotional tone reign. No matter how strongly a woman appears to want to assert her frame, she really wants to leave her own reality and enter a superior one, preferably one that is fun, anxiety free, and more exciting than her currently reality. A superior frame is appealing because it represents a superior emotional experience, one where she can defeat any challenge vicariously through you if you are confident.

It is very easy to get sucked into a woman’s frame, especially if she is hot, upper class, or otherwise intimidating somehow. For example, if you are on a date with a woman who looks very professional and modest, you may assume she is a prude and then be afraid to sexualize the conversation or talk about certain subjects. But accepting the woman’s frame will cause you to censor yourself around her, which will make the date boring. You cannot read a woman’s mind so you have no idea what will actually offend her, so by accepting whatever frame she is projecting you will end up applying a blanket censorship on yourself and not approaching any interesting or edgy subject. Remember, she has gone out on a huge number of dates with guys whose frame buckled and melted in her presence. She will only be attracted to you if you are different and basically, unafraid to challenge her but not in an adversarial way. Obviously, there are some subjects that you should avoid on dates, but you need to bring as much of your unique personality and interests to the date as possible without fear that she might disapprove of some aspects of you.

**Being boring.** From the first second of the date, it is your responsibility to make the date as interesting, fun, and emotionally salient for the both of you as fast as possible. The deeper and stronger the emotions, the better. Your goal is to find deep, emotionally powerful subjects that you are both interested in to discuss. Doing this will feel uncomfortable because it will require you to push the envelope and gamble on taking the conversation in directions you may not be sure she will like. You will need to make the conversation weird, sexual, crazy, or deep even when it feels like it does not fit the vibe. Don’t worry - if she is not interested in going there you can pull back. Women are not going to want to take the lead and they definitely do not want to take chances, so it is your responsibility to push the envelope.

Contrary to popular opinion, your job, hometown, favorite movies, books, and musical artists are not interesting or emotionally rich topics to explore. You can spend a few minutes on that practical stuff, but you need to switch the subject to fun stuff as soon as possible: Ask her what conspiracy theories
she believes in, what the craziest thing she believes in, what her perfect day is, what she would do with a billion dollars, who she would murder if she wouldn’t get caught, what her life goals are, etc… If your date starts with more than 20 minutes of boring talk, you have failed.

At the same time, make sure you do not let the conversation devolve into an interview. The ideal conversation is an adventure where you both confront some challenge and bring back some prize, so if you just ask her questions you are getting nowhere. You may need to ask some questions to find out what she is interested in, but once you find an emotionally salient subject make sure you explore it by bringing your own perspective to it.

**Acting platonic.** You must somehow make clear to her that you are on a “date” and your ultimate goal is to fuck her. You don’t need to say those words explicitly, but you must do something to show you are not there to be her friend. If you act completely asexual from beginning to end she will think you are either a pussy or not interested in her. A woman wants to know that you are not afraid of being a man. You do not need to be crass or aggressive or pushy. You just need to make one or two statements making clear you are sexually attracted to her. You can say things like “you look really hot” or “I am really attracted to you” or something. After sexualizing the encounter, I recommend immediately switching subjects so she does not feel like you are a creep or are pressuring her. If one sexual comment during the course of the date grosses her out, she is not into you.

**Getting too sexually aggressive.** You should absolutely try to have sex with every woman you go on a date with, but the moment she says “no” or pulls back you should pull back as well. You can have an incredible date and ruin it by being too handsy or pushy at the end. Remember, women decides when sex happens, not you. It is your job to take the lead and fly the plane, but you need to make sure she wants to be a passenger first.

**Getting too emotionally invested.** Men emotionally invest quicker than women, so they are likely to show way too much interest, especially early in the date, which kills womens’ attraction. Most guys think that just getting a date with a girl means they have “made it” but the reality is that women go into dates “on the fence.” If you immediately act emotionally overinvested, she will assume that you are needy, don’t have a lot of options, and that you are beneath her. In other words, you cannot show that you have emotionally invested in her apart from her actual contributions to her emotional experience.

That said, you must show SOME emotional investment, just less than her. If you are completely emotionless, she will think you are not interested and avoid emotionally investing in you. Instead, you should follow the following rule: “show interest in what she says or does, not just in HER.” Women feel appreciated and loved when you emotionally invest when she meaningfully contributes to your emotional experience, not just because she is hot. Because men emotionally invest quicker than women, you should be constantly on guard to pump the brakes when necessary. If you find yourself wanting to discuss the wedding or take her to the Gucci store, you are probably too invested.

**Validating yourself to her.** Most guys see dates as an audition where they need to “impress” the woman to have sex with her. Don’t do that – if she subconsciously senses you are trying to validate yourself she will lose attraction because you are indicating that you are beneath her. Your mindset should not be “I hope she likes me” but rather “I am trying to get to know this woman to see if she is good enough for me.” Because most guys seek validation on dates, if you do not do so, you raise her intrigue level through the roof. This means no bragging, spending a bunch of money on her, talking about yourself too much, agreeing with everything she says, etc… Instead, you should sit back, get
comfortable, and let her audition to impress you. A surefire sign a woman is attracted to you is that she feels self-conscious and a little nervous.

If you need to tell her something about your life, you should make it as part of a larger, more important point rather than a brag. For example, if a woman says she likes exotic cars instead of saying “I have a Lamborghini!! Wanna see a picture?” you should say “I have some exotic cars, but they’re much more fun if someone else owns them and lets you ride along, trust me.” And don’t worry, if she is interested in you at all she will ask you what kind of car you have. You have to make the woman work to find out stuff about your life to maintain an aura of mystery.

**Projecting the wrong image.** Normally you should not give a fuck and push boundaries, but early in dating you should be very aware of the image you are projecting. When a woman knows almost nothing about you she will make snap judgments about you based on the little sees. I have had many women tell me that they immediately wrote a guy off because one weird, inappropriate thing they saw in the first 20 minutes of the date.

**Being negative.** I don’t care how much of a gloomy, goth, “realistic” person you are – on dates you need to maintain an unassailable, almost delusional positivity. If you make the date a complain fest about how terrible the world and your life is, she will lose interest. Women are generally more neurotic than men, and they are attracted to confident men because they are positive and can generate positive emotion. You must also avoid unloading your problems, mental illnesses, fears, and insecurities on her, at least in the beginning. It’s ok to talk about challenges in your life, but you should do so in a confident, interesting, positive way and make clear there was a happy ending (or there will be a happy ending). If you are drowning in the pool of life, a woman you just met cannot and does not want to jump in and save you. Please also be careful of making the date too dark: if your dad died but it wasn’t a big deal for you, she will still project her own feelings of negativity on that situation.

**“Helping” her.** Your goal on a date should be to have fun, not to “help” her. Guys most often “help” women on dates by being emotional tampons and giving free therapy. It is good to get “deep”, but there is a difference between getting deep and just listening to her ramble about her problems for a long ass time. If you provide free therapy for nothing in return, she will not respect you, no matter how good the therapy was. Remember – your goal is to have fun, and if you are not having fun, she will not be attracted. Also, women on dates should be trying to impress you, and if she spends the entire date complaining about her problems she is not trying to impress you. Guys “help” women in other ways as well – I once heard of a guy who spent most of the date giving the woman legal advice because she was setting up a new company. The advice was good and helpful, but she did not give him a second date because he did not build any attraction. If the woman brings up a problem, the best way you can “help” her is by projecting confidence and making her feel like if she was you she could get through any problem with joy and calm.

**Getting too comfortable.** Often when a date is going well, both men and women become “comfortable” and start oversharining, showing their vulnerabilities, and losing control of their emotions. I once had a woman get drunk on a date and admit to me that her brother robbed a bank and buried the money in her backyard. You need to be very, very careful about this – no matter how much fun you are having, or how much of a “connection” you feel, there are certain things you should just never say on a first date. Do you think Hitler might have been right about some things? Do you think child molestors are treated unfairly in our society? Are your hemorroids flaring up? Keep that shit to yourself until you are deeper into the relationship. One consequence of getting too
emotionally invested is oversharing, so be careful about that. Again if you want to talk about something vulnerable you must do so from a position of strength so she can continue to see you as her emotional rock.

**Talking about exes.** Don’t ever talk about exes on a date. Ever. Ever. I don’t care if you have the best relationship in the world with your ex. Don’t do it. It never produces anything positive. And if she brings up her ex (or any guy she used to fuck), make a passing comment and change the subject as quickly as you can. The more time she spends talking about other guys she fucked, the less likely she is to want to fuck you. And if a woman demands to make the date about other guys she fucked, she is using you as a therapist and not as a potential sexual partner. If you absolutely must say something about your own ex, say something brief and positive and move on.

**Being scared to enjoy yourself.** It may sound weird, but a woman’s attraction to you is based in large amount on how much fun you are having. Women seek to vicariously experience the man’s emotional experience, so if you are angry, anxious, neurotic, negative, boring, listless, timid, jumpy, or rigid, women will sense that and lose attraction. Instead, you should be calm, relaxed, curious, and genuinely enjoying yourself. If she is boring, you need to make her interesting by finding a fun subject to talk about or activity to do.

If you are ever worried or anxious about what to do next on a date, take a deep breath, relax, and just have fun. To have fun, you may need to change the subject, location, or dynamic to keep it fun and exciting, but you should have the confidence to do so, and the trust in yourself that you will make the right choice. Obviously, you should do something that she also enjoys, but you can’t read her mind, so you need to pick something, jump into the unknown, and then course correct if she is not feeling it. You can’t wait for her approval first.

**Keeping your distance.** Your goal on a date should be to build intimacy, both physical and emotional. You build physical intimacy by sitting close to her, looking into her eyes, and touching her at appropriate times. You build emotional intimacy by exploring deep, emotionally salient subjects that you are both interested in, like relationships, careers, life goals, sex, spirituality, your dreams, etc. I usually start a date with “so how was your day today” and within 2 hours we are talking about what we would do if we had 24 hours to live.

Ideally, you will show up to the date early and find a place at the bar so you can sit next to her. Sitting across a table is bad news because it is less intimate and harder to touch her. If for whatever reason you end up sitting across from her at a table have one drink and then try to go somewhere else where you can sit at a bar.

Touching is a touchy subject. Some guys make women uncomfortable by being too handsy. On the other extreme, some guys come off as cold and uninterested by never touching at all. My take is this: you should not be afraid to touch, but you should read her and touch as you build intimacy. I start the date off with a hug, sit close to her, and only start to touch her when the date hits emotional “high” points, using the push pull method so she does not feel pressured. If the date is going well, she will start touching you as well. Make sure your touching is not too prolonged, at least in the beginning because it may look needy and aggressive. Again, figuring out how and when to do this requires emotional intelligence and practice.

**Getting drunk.** Don’t ever get more drunk than your date, especially on a first date. I don’t care how much fun you are having, how much she seems to like you, or what the situation is. Women want their men to be emotionally stable and able to lead, and getting drunker than her shows that you are
not that.

**Letting her get drunk.** Obviously, she is an adult and she can do whatever she wants, but it is better for you if she does not get drunk because 1) she can get sick and ruin your night, 2) you won’t be able to have sex with her, 3) she will become embarrassed and maybe not want to see you again out of sheer embarrassment.

**Taking her to dinner or spending too much money on her.** Don’t take a woman to a fancy restaurant or an expensive concert for a first date. In fact, don’t take her to dinner at all until you are fucking her. Spending much money on a woman who has done nothing for you is weird, shows too much emotional investment and subconsciously communicates that you feel like you need to validate yourself to her. Spending money on a woman also puts pressure on her because it makes her feels like she needs to “put out” to pay you back, and women would rather just escape the feeling that she owes you something.

Generally speaking, the less money you spend on her, the better. If you invited her out, it is appropriate for you to pay for the first round of drinks. But if she doesn’t offer to pay for the second round, that is an indicator she is not interested in you or she will expect to receive more in the relationship than she gives (which will view you as a beta in her eyes and make her not want to fuck you). In any event, you usually shouldn’t be paying for more than 2 drinks for her unless she is clearly emotionally invested in you and in hardcore party mode. Finally, if you are going to a concert or something where the ticket costs more than $20 or $30, she should pay for her own ticket.

**Not challenging her.** If you laugh at all of your jokes, agree with everything she says, and generally make her feel like you will do anything in your power to make her happy, she will lose attraction to you. Women want to be challenged and raised to a higher level by the man they are with. A woman knows if what she is talking about is boring or not. If you let her continue talking about something she finds boring, she will view you as weak and beta and will begin counting down the seconds until the date is over.